



Audience Profile		Print Daily			Print Sunday			Print and Online		
		Aud	% Comp	Index	Aud	% Comp	Index	Aud	% Comp	Index
Gender	Total Adults	804,000			1,280,800			1,546,300		
	Men	428,600	53.3	107	598,200	46.7	94	785,200	50.8	102
	Women	375,400	46.7	93	682,600	53.3	106	761,100	49.2	98
Age	Age 18-34	141,600	17.6	53	264,900	20.7	62	375,000	24.3	72
	Age 35-54	311,000	38.7	96	540,400	42.2	105	655,400	42.4	106
	Age 55+	351,500	43.7	166	475,500	37.1	141	515,800	33.4	126
	Age 25-54	404,800	50.4	83	709,600	55.4	91	895,100	57.9	95
	Median Age	53			50			48		
HH Income	HHI \$50,000+	577,600	71.8	117	877,400	68.5	111	1,089,800	70.5	114
	HHI \$75,000+	450,200	56.0	119	709,600	55.4	118	880,200	56.9	121
	HHI \$100,000+	321,500	39.9	139	442,700	34.6	120	567,900	36.7	128
	HHI \$150,000+	153,900	19.1	148	228,500	17.8	138	286,200	18.5	143
	Median HHI	\$84,367			\$81,479			\$83,571		
Education	Attend./Grad. College	450,300	56.0	119	708,000	55.3	118	863,200	55.8	119
	Grad. College +	322,400	40.1	150	460,700	35.9	134	575,700	37.2	139
	Prof/Managerial	318,300	39.6	125	435,500	34.0	107	574,000	37.1	117
Household Data	Married	513,400	63.9	103	789,500	61.6	100	956,500	61.9	100
	Kids in HH	240,700	29.9	66	470,800	36.8	81	598,700	38.7	85
	Own Home	691,800	86.0	116	1,045,200	81.6	110	1,264,800	81.8	110