

Hartford Courant.

Audience Profile		Print Daily			Print Sunday			Print and Online		
		Aud	% Comp	Index	Aud	% Comp	Index	Aud	% Comp	Index
Gender	Total Adults	384,300			543,200			610,200		
	Men	184,600	48.0	100	266,700	49.1	102	295,900	48.5	101
	Women	199,800	52.0	100	276,500	50.9	98	314,400	51.5	99
Age	Age 18-34	70,900	18.5	66	114,600	21.1	76	135,100	22.1	80
	Age 35-54	124,400	32.4	85	191,900	35.3	92	224,600	36.8	96
	Age 55+	189,100	49.2	145	236,700	43.6	128	250,600	41.1	121
	Age 25-54	151,100	39.3	73	247,100	45.5	85	291,000	47.7	89
	Median Age	55			53			52		
HH Income	HHI \$50,000+	271,700	70.7	112	367,000	67.6	107	418,900	68.7	108
	HHI \$75,000+	205,300	53.4	117	277,200	51.0	111	318,400	52.2	114
	HHI \$100,000+	130,600	33.9	125	175,200	32.3	119	199,400	32.7	120
	HHI \$150,000+	55,900	14.6	132	67,900	12.5	114	82,100	13.5	122
	Median HHI	\$79,402			\$76,379			\$77,781		
Education	Attend./Grad. College	175,500	45.7	107	250,100	46.0	108	288,800	47.3	111
	Graduated College + Professional/Managerial	131,900	34.3	124	174,700	32.2	116	201,300	33.0	119
		117,600	30.6	104	162,600	29.9	101	184,600	30.3	102
Household Data	Married	229,800	59.8	108	322,800	59.4	107	362,400	59.4	107
	Kids in HH	99,600	25.9	70	157,400	28.9	78	186,100	30.5	82
	Own Home	326,100	84.9	115	437,800	80.6	109	492,200	80.7	110