

# Los Angeles Times

Audience Profile		Print Daily			Print Sunday			Print and Online		
		Aud	% Comp	Index	Aud	% Comp	Index	Aud	% Comp	Index
Gender	Total Adults	1,949,500			2,857,300			3,444,600		
	Men	1,057,100	54.2	110	1,344,200	47.0	96	1,719,000	49.9	101
	Women	892,400	45.8	90	1,513,100	52.9	104	1,725,500	50.1	99
Age	Age 18-34	321,100	16.5	49	603,000	21.1	63	777,600	22.6	68
	Age 35-54	720,200	36.9	95	1,058,800	37.1	96	1,342,000	38.9	101
	Age 55+	908,200	46.6	167	1,195,600	41.8	150	1,324,900	38.5	138
	Age 25-54	892,000	45.8	79	1,415,600	49.5	85	1,796,100	52.1	90
	Median Age	54			52			50		
HH Income	HHI \$50,000+	1,295,900	66.5	128	1,856,900	65.0	126	2,227,600	64.7	125
	HHI \$75,000+	1,017,300	52.2	137	1,454,800	50.9	134	1,738,000	50.5	132
	HHI \$100,000+	756,600	38.8	151	1,060,200	37.1	144	1,236,100	35.9	139
	HHI \$150,000+	399,100	20.5	182	545,700	19.1	170	616,600	17.9	159
	Median HHI	\$79,083			\$76,657			\$75,783		
Education	Attend./Grad. College	1,027,300	52.7	119	1,554,200	54.4	123	1,821,100	52.9	120
	Graduated College +	732,700	37.6	169	1,077,300	37.7	170	1,238,600	35.9	162
	Professional/Managerial	689,900	35.4	148	931,800	32.6	136	1,178,400	34.2	143
Household Data	Married	1,140,800	58.5	106	1,646,800	57.6	105	1,965,000	57.1	103
	Kids in HH	610,600	31.3	66	1,062,200	37.2	78	1,318,000	38.3	81
	Own Home	1,384,500	71.0	125	2,029,900	71.0	125	2,341,800	67.9	120