

THE MORNING CALL

Audience Profile		Print Daily			Print Sunday			Print and Online		
		Aud	% Comp	Index	Aud	% Comp	Index	Aud	% Comp	Index
Gender	Total Adults	227,100			297,000			344,200		
	Men	98,000	43.2	93	129,300	43.5	94	150,600	43.8	95
	Women	129,200	56.9	106	167,700	56.5	105	193,700	56.3	105
Age	Age 18-34	39,500	17.4	66	42,400	14.3	54	65,100	18.9	72
	Age 35-54	77,400	34.1	94	118,300	39.8	110	136,700	39.7	109
	Age 55+	110,200	48.5	130	136,300	45.9	123	142,400	41.4	111
	Age 25-54	103,200	45.4	87	149,400	50.3	97	179,700	52.2	100
	Median Age	54			53			51		
HH Income	HHI \$50,000+	125,500	55.3	93	168,300	56.7	96	202,100	58.7	99
	HHI \$75,000+	88,400	38.9	93	119,900	40.4	96	145,800	42.4	101
	HHI \$100,000+	47,500	20.9	94	67,100	22.6	102	81,900	23.8	107
	HHI \$150,000+	19,100	8.4	81	31,600	10.6	103	34,900	10.1	98
	Median HHI	\$58,057			\$60,245			\$63,297		
Education	Attend./Grad. College	93,600	41.2	102	131,700	44.3	110	151,900	44.1	110
	Graduated College +	52,400	23.1	110	66,300	22.3	106	78,600	22.8	109
	Professional/Managerial	49,200	21.7	87	73,500	24.8	100	83,400	24.2	98
Household Data	Married	140,000	61.7	102	192,600	64.9	108	216,700	62.9	105
	Kids in HH	61,300	27.0	74	92,600	31.2	86	111,700	32.5	89
	Own Home	175,100	77.1	101	238,600	80.3	105	269,500	78.3	102