

# Orlando Sentinel

OrlandoSentinel.com

Audience Profile		Print Daily			Print Sunday			Print and Online		
		Aud	% Comp	Index	Aud	% Comp	Index	Aud	% Comp	Index
Gender	Total Adults	584,700			893,100			1,017,100		
	Men	296,700	50.7	104	443,600	49.7	102	507,700	49.9	102
	Women	288,000	49.3	96	449,500	50.3	98	509,400	50.1	98
Age	Age 18-34	104,100	17.8	64	170,400	19.1	68	225,600	22.2	79
	Age 35-54	207,300	35.5	100	357,300	40.0	113	395,800	38.9	110
	Age 55+	273,400	46.8	128	365,500	40.9	112	395,700	38.9	106
	Age 25-54	274,800	47.0	88	469,200	52.5	99	548,300	53.9	101
	Median Age	54			52			51		
HH Income	HHI \$50,000+	293,800	50.3	105	470,200	52.7	110	539,600	53.1	111
	HHI \$75,000+	213,900	36.6	125	321,900	36.0	123	362,300	35.6	122
	HHI \$100,000+	149,600	25.6	145	217,300	24.3	137	252,900	24.9	140
	HHI \$150,000+	67,200	11.5	159	88,300	9.9	136	95,900	9.4	130
	Median HHI	\$50,464			\$53,977			\$54,383		
Education	Attend./Grad. College	269,200	46.0	103	415,000	46.5	104	462,900	45.5	102
	Graduated College + Professional/Managerial	153,500	26.3	116	227,400	25.5	113	260,900	25.7	114
		148,700	25.4	102	257,900	28.9	116	306,000	30.1	121
Household Data	Married	392,500	67.1	115	577,300	64.6	111	653,100	64.2	110
	Kids in HH	217,600	37.2	97	357,000	39.9	104	419,100	41.2	107
	Own Home	466,000	79.7	107	705,200	78.9	106	803,200	78.9	106

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