



Audience Profile			Print Daily			Print Weekend		
			Aud	% Comp	Index	Aud	% Comp	Index
Gender	Total Adults	427,700				235,100		
	Men	220,500	51.5	106		130,300	55.4	114
	Women	207,300	48.5	94		104,800	44.6	87
Age	Age 18-34	184,100	43.0	142		103,800	44.2	145
	Age 35-54	168,000	38.1	97		78,200	33.3	84
	Age 55+	80,600	18.8	63		53,200	22.6	75
	Age 25-54	265,400	62.1	108		135,900	57.8	101
	Median Age	39				38		
HH Income	HHI \$50,000+	250,800	58.6	98		133,300	56.7	94
	HHI \$75,000+	163,000	38.1	90		81,300	34.6	81
	HHI \$100,000+	103,100	24.1	93		49,600	21.1	81
	HHI \$150,000+	33,800	7.9	74		22,600	9.6	89
	Median HHI	\$60,529				\$57,562		
Education	Attend./Grad. College	230,200	53.8	120		98,700	41.9	93
	Graduated College +	123,100	28.8	106		55,700	23.7	88
	Professional/Managerial	131,400	30.7	121		63,600	27.1	106
Household Data	Married	164,200	38.4	72		86,700	36.9	69
	Kids in HH	173,700	40.6	97		96,100	40.9	98
	Own Home	238,700	55.8	80		122,400	52.1	74