



Audience Profile		Print Daily			Print Sunday			Print and Online		
		Aud	% Comp	Index	Aud	% Comp	Index	Aud	% Comp	Index
Gender	Total Adults	458,975			729,712			986,114		
	Men	236,754	51.6	107	348,068	47.7	99	481,714	48.8	102
	Women	222,221	48.4	93	381,644	52.3	101	504,400	51.2	98
Age	Age 18-34	50,837	11.1	45	119,498	16.4	66	176,648	17.9	72
	Age 35-54	129,440	28.2	76	242,672	33.3	89	373,724	37.9	102
	Age 55+	278,698	60.7	160	367,542	50.4	133	435,742	44.2	116
	Age 25-54	160,390	34.9	68	314,766	43.1	83	485,983	49.3	95
	Median Age	60			55			52		
HH Income	HHI \$50,000+	275,575	60.0	108	418,721	57.4	103	597,888	60.6	109
	HHI \$75,000+	195,416	42.6	110	289,188	39.6	102	426,288	43.2	112
	HHI \$100,000+	142,830	31.1	114	210,611	28.9	106	310,235	31.5	115
	HHI \$150,000+	63,689	13.9	100	95,318	13.1	94	147,751	15.0	108
	Median HHI	\$64,373			\$60,396			\$65,272		
Education	Attend./Grad. College	210,937	46.0	99	322,686	44.2	96	463,874	47.0	102
	Graduated College +	153,388	33.4	127	221,051	30.3	116	322,977	32.8	125
	Professional/Managerial	87,434	19.0	83	156,107	21.4	93	246,399	25.0	109
Household Data	Married	280,766	61.2	112	440,292	60.3	111	582,630	59.1	108
	Kids in HH	95,627	20.8	59	210,232	28.8	82	316,101	32.1	91
	Own Home	387,905	84.5	110	606,223	83.1	108	811,286	82.3	107