



Audit Bureau
of Circulations
readerprofile

THE TIMES UNION SUNDAY TIMES UNION

645 Albany Shaker Road
Albany, NY 12211



Readership data in this report was
compiled by
Scarborough Research

READER PROFILE STUDY FOR THE PERIOD FEBRUARY 2006 - JANUARY 2007:

	Morning (Mon.-Fri.)	Sunday
1A. TOTAL ESTIMATED AVERAGE ISSUE ADULT READERS IN THE READER PROFILE STUDY AREA:		
Reader Profile Study Area 1 (RPSA 1)	216,300	296,100
Reader Profile Study Area 2 (RPSA 2)	225,900	318,400
1B. ESTIMATED AVERAGE ISSUE ADULT READERS BY CATEGORY IN THE READER PROFILE STUDY AREA:*		
RPSA 1: Subscriber Readers	138,500	182,100
Single Copy Readers	39,800	86,800
Pass-Along/Other Readers	37,900	27,200
Reach (18+)	32%	44%
Average Frequency^	3.4	3.2
Gross Rating Points (GRPs)^	162.0	177.2
Readers per Copy (RPC)	2.4	2.4
RPSA 2: Subscriber Readers	143,500	188,100
Single Copy Readers	43,900	98,600
Pass-Along/Other Readers	38,500	31,700
Reach (18+)	21%	30%
Average Frequency^	3.2	3.1
Gross Rating Points (GRPs)^	104.5	118.0
Readers per Copy (RPC)	2.3	2.4
1C. TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) IN THE READER PROFILE STUDY AREA AND IN THE NEWSPAPER DESIGNATED MARKET FOR THE 52 WEEK PERIOD ENDED SEPTEMBER 24, 2006:**		
READER PROFILE STUDY AREA	Morning (Mon.-Fri.)	Sunday
Occupied Households		
#1-1-06 Estimate (RPSA 1):	346,917	
#1-1-06 Estimate (RPSA 2):	559,911	
Total Paid Circulation in the Reader Profile Study Area (RPSA 1)***	89,736	122,163
Total Paid Circulation in the Reader Profile Study Area (RPSA 2)***	97,190	134,998
Percentage of Newspaper Designated Market Circulation (RPSA 1)	96%	95%
Percentage of Newspaper Designated Market Circulation (RPSA 2)	104%	104%
Percentage of Occupied Household Coverage (RPSA 1)	26%	35%
Percentage of Occupied Household Coverage (RPSA 2)	17%	24%
TOTAL AVERAGE PAID CIRCULATION	96,974	136,921
NEWSPAPER DESIGNATED MARKET		
Occupied Households		
2000 Census:	347,031	
#1-1-06 Estimate:	362,184	
Home Delivery and Mail	68,219	89,068
Single Copy Sales	16,461	35,975
Other	9,190	4,223
TOTAL NEWSPAPER DESIGNATED MARKET	93,870	129,266
Percentage of Occupied Household Coverage	26%	36%

* The research sample produced 2,028 completed interviews. The sample of Morning (RPSA 1) readers totaled 565, including 394 subscribers, 89 single copy and 82 pass-along/other. The sample of Sunday (RPSA 1) readers totaled 734, including 497 subscribers, 172 single copy and 65 pass-along/other. The sample of Morning (RPSA 2) readers totaled 579, including 401 subscribers, 94 single copy and 84 pass-along/other. The sample of Sunday (RPSA 2) readers totaled 772, including 507 subscribers, 192 single copy and 73 pass-along/other. Refer to Paragraph 6 for explanation of sample size methodology.

** Source: Refer to the Audit Report dated 09/24/06 for detailed circulation information.

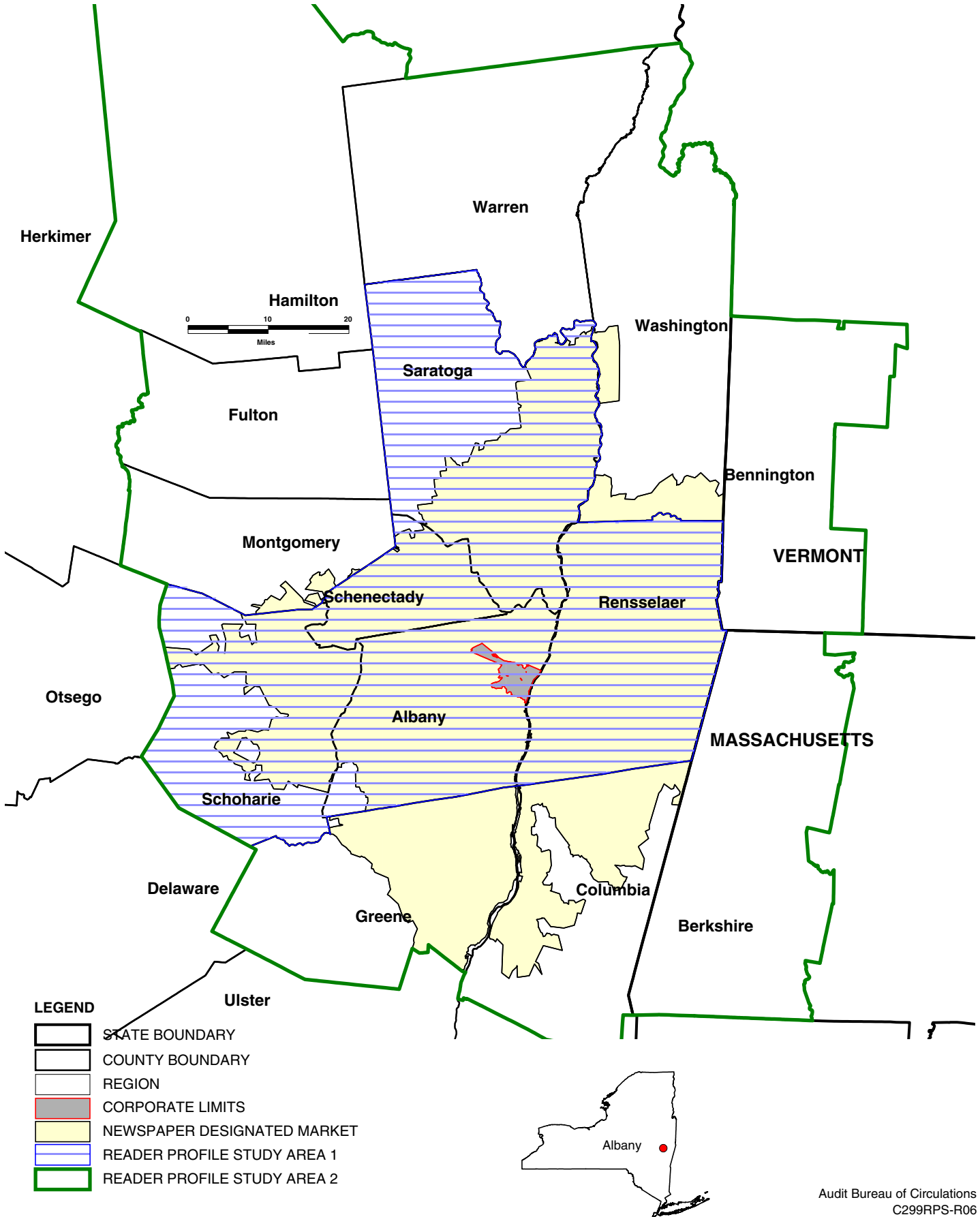
*** When the Reader Profile Study Area does not match to the ABC newspaper-circulation reporting zone, the average paid circulation figures are derived by the summation of the "Average Projected Paid Circulation" listed in Paragraph 3 of the audit report.

^ Average Frequency refers to the number of issues read out of five possible issues for weekday and four possible issues for Sunday.

^^ Gross Rating Points (GRPs) is an estimate calculated as the percentage of reach multiplied by frequency (R*F=GRP). For weekday, 5 insertions are utilized for frequency. For Sunday, 4 insertions are utilized for frequency.

Source: Claritas Inc., See Explanatory.

ALBANY, NEW YORK



1D. CUME ANALYSIS:

RPSA 1:	Estimated number of 5-day CUME readers:	318,900
	Reach (18+):	48%
	Estimated number of 4-issue Sunday CUME readers:	374,300
	Reach (18+):	56%
RPSA 2:	Estimated number of 5-day CUME readers:	349,800
	Reach (18+):	32%
	Estimated number of 4-issue Sunday CUME readers:	413,200
	Reach (18+):	38%

The CUME figures shown are estimates of the proportion of the population that sees at least one issue. In this case, during five consecutive weekdays or at least one issue during the last four Sundays. See paragraph 5 for Reader Demographic Analysis.

2. MARKET DESCRIPTIONS:

READER PROFILE STUDY AREA 1 (RPSA 1) comprises the counties of Albany, Rensselaer, Saratoga, Schenectady, Schoharie, all in New York.

READER PROFILE STUDY AREA 2 (RPSA 2) comprises counties in Massachusetts - Berkshire, In New York - Albany, Columbia, Fulton, Greene, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren and Washington. In Vermont - Bennington.

NEWSPAPER DESIGNATED MARKET comprises counties of Albany, Rensselaer and Schenectady, and in COLUMBIA County, towns of Austerlitz (part), Canaan (part), Chatham, Claverack (part), Greenport, Kinderhook, Livingston (part), New Lebanon, Stockport and Stuyvesant, Hudson City and the balance of Chatham Village in Ghent Town; in GREENE County, towns of Athens, Cairo, Catskill, Coxsackie, Durham, Greenville and New Baltimore; in MONTGOMERY County, Charleston Town (part); in SARATOGA County, towns of Ballston, Charlton, Clifton Park, Galway (part), Greenfield (part), Halfmoon, Malta, Milton (part), Moreau (part), Northumberland, Saratoga, Stillwater, Waterford and Wilton, cities of Mechanicville and Saratoga Springs; in SCHOHARIE County, towns of Broome (part), Carlisle (part), Cobleskill, Esperance, Fulton (part), Gilboa (part), Middleburgh, Richmondville (part), Schoharie, Seward (part), and Wright; and in WASHINGTON County, towns of Cambridge (part), Easton (part), Fort Edward, White Creek (part), all in New York.

(NEWSPAPER DESIGNATED MARKET includes the following US ZIP Codes: 12007, 12008, 12009, 12015, 12018, 12019, 12020, 12022, 12023, 12024, 12027, 12028, 12033, 12035, 12037, 12040, 12041, 12042, 12043, 12045, 12046, 12047, 12050, 12051, 12052, 12053, 12054, 12056, 12057, 12058, 12059, 12060, 12061, 12062, 12063, 12065, 12066, 12067, 12073, 12077, 12082, 12083, 12084, 12085, 12087, 12089, 12090, 12092, 12094, 12107, 12110, 12115, 12118, 12120, 12121, 12122, 12123, 12124, 12125, 12128, 12130, 12132, 12133, 12135, 12136, 12137, 12138, 12140, 12143, 12144, 12147, 12148, 12150, 12151, 12153, 12154, 12156, 12157, 12158, 12159, 12160, 12161, 12168, 12169, 12170, 12172, 12173, 12176, 12180, 12182, 12183, 12184, 12185, 12186, 12188, 12189, 12192, 12193, 12195, 12196, 12198, 12202, 12203, 12204, 12205, 12206, 12207, 12208, 12209, 12210, 12211, 12212, 12222, 12226, 12228, 12302, 12303, 12304, 12305, 12306, 12307, 12308, 12309, 12405, 12413, 12414, 12418, 12422, 12423, 12431, 12451, 12460, 12463, 12470, 12473, 12482, 12534, 12828, 12831, 12866, 12871, 12884).

3. MARGIN OF ERROR:

RPSA 1: A sample of 1,561 completed interviews allows for an accurate prediction within a maximum error margin of plus or minus 2.5% (at the 95% confidence level) of how all adults would have answered this questionnaire. For example, the estimated range of average issue adult readers in the reader profile area is between 199,600 and 233,000 for Morning and between 279,400 and 312,800 for Sunday.

RPSA 2: A sample of 2,028 completed interviews allows for an accurate prediction within a maximum error margin of plus or minus 2.2% (at the 95% confidence level) of how all adults would have answered this questionnaire. For example, the estimated range of average issue adult readers in the reader profile area is between 202,100 and 249,700 for Morning and between 294,700 and 342,100 for Sunday.

4. PROJECTED DATA EXPLANATION:

The data contained in this report, developed through standardized telephone interview research techniques, provided information about the demographic characteristics of THE TIMES UNION/SUNDAY TIMES UNION recipients. All telephone interviews for this study were conducted from a central location by the research firm Scarborough Research, who also tabulated the survey data and projected the results. This study followed recommended standard demographic categories developed in part from the Advertising Research Foundation (ARF) newspaper readership guidelines.

5A. READER DEMOGRAPHIC ANALYSIS:

				THE TIMES UNION/SUNDAY TIMES UNION														
				MORNING (MON.-FRI.)						SUNDAY								
				Reader Profile (Avg. Issue Reader)		Estimated Number of Readers (000)				Reader Profile (Avg. Issue Reader)			Estimated Number of Readers (000)					
				Total Readers	Subscribers	N*	Total	% Reach	Subscribers	Total Readers	Subscribers	Single Copy Sales	N*	Total	% Reach	Subscribers	Single Copy Sales	
				(565)	(394)					(734)	(497)	(172)						
				%	%					%	%	%						
Totals (Adults, 18+)	1,561	667.9	100	100	100	565	216.3	32	138.5	100	100	100	734	296.1	44	182.1	86.8	
1. Gender of respondent:																		
Male	636	321.2	48	49	49	236	106.3	33	67.5	47	48	45	294	138.7	43	87.2	38.8	
Female	925	346.7	52	51	51	329	109.9	32	71.0	53	52	55	440	157.4	45	94.9	48.0	
2. Age of respondent:																		
18-34	195	195.9	29	20	13	48	44.2	23	17.9	24	15	38	69	69.7	36	26.9	32.9	
18-24	57	86.8	13	9	4	14	19.9	23	5.9	11	6	20	21	33.6	39	10.6	17.7	
25-34	138	109.1	16	11	9	34	24.3	22	12.0	12	9	18	48	36.1	33	16.4	15.2	
35-54	622	255.8	38	39	37	217	84.1	33	51.6	41	41	40	309	120.4	47	74.6	34.6	
35-44	286	124.7	19	16	14	84	33.8	27	19.1	18	18	18	132	54.0	43	31.8	16.0	
45-54	336	131.1	20	23	24	133	50.3	38	32.5	22	24	22	177	66.3	51	42.8	18.6	
55 and older	744	216.2	32	41	50	300	88.0	41	69.0	36	44	22	356	106.0	49	80.6	19.3	
55-64	305	98.5	15	18	21	128	39.8	41	28.6	16	19	13	146	46.5	47	34.3	11.2	
65 and older	439	117.7	18	22	29	172	48.2	41	40.4	20	25	9	210	59.5	51	46.2	8.0	

Note: Due to non-responses and unreported segments of the Market Profile, combined segments may not always combine to the Market Total. Also, percentages are rounded to the nearest whole number.

N* = represents the number of respondents in the categories denoted.

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5A. READER DEMOGRAPHIC ANALYSIS:

		THE TIMES UNION/SUNDAY TIMES UNION																
		MORNING (MON.-FRI.)								SUNDAY								
		Reader Profile (Avg. Issue Reader)		Estimated Number of Readers (000)				Reader Profile (Avg. Issue Reader)			Estimated Number of Readers (000)							
		Total Readers	Subscribers	N	Total	% Reach	Subscribers	Total Readers	Subscribers	Single Copy Sales	N	Total	% Reach	Subscribers	Single Copy Sales			
		N =																
		%	%					%	%	%								
		N	(000)	%					%	%	%							
Totals (Adults, 18+)	RPSA 1 Market Profile	1,561	667.9	100	565	216.3	32	138.5	100	100	100	734	296.1	44	182.1	86.8		
	Market Total																	
	N																	
	%																	
3. Education of respondent:																		
Less than high school		111	50.9	8	5	5	24	11.4	22	7.3	5	6	5	35	15.2	30	10.4	4.4
Graduated high school (grade 12)		489	222.3	33	32	28	157	69.1	31	38.9	29	28	34	194	86.1	39	51.2	29.4
Some college/university (completed at least one year)		301	201.3	30	26	25	95	55.3	28	34.2	31	26	34	144	90.2	45	48.2	29.1
Graduated college/university (completed four or more years)		660	193.5	29	37	42	289	80.5	42	58.1	35	40	27	361	104.6	54	72.4	23.8
4. Household Income of respondent:																		
Under \$35,000		412	157.8	24	18	19	110	38.4	24	26.8	20	19	22	157	60.0	38	34.0	19.4
35,000 and over		1,149	510.1	76	82	81	455	177.9	35	111.7	80	81	78	577	236.1	46	148.1	67.3
50,000 and over		809	362.0	54	60	60	330	129.6	36	83.2	59	58	57	418	173.2	48	106.1	49.7
75,000 and over		515	230.0	34	41	42	226	89.0	39	57.8	38	40	38	276	113.5	49	73.4	32.5
25,000 - 34,999		175	71.3	11	7	7	45	15.6	22	10.2	8	8	11	63	24.6	35	13.9	9.2
35,000 - 49,999		340	148.1	22	22	21	125	48.3	33	28.4	21	23	20	159	62.9	42	41.9	17.6
50,000 - 74,999		294	132.0	20	19	18	104	40.6	31	25.5	20	18	20	142	59.7	45	32.7	17.2
75,000 - 99,999		246	113.1	17	21	21	109	45.3	40	29.2	19	18	21	130	56.1	50	31.8	18.6
100,000 - 149,999		195	83.3	13	15	15	83	32.0	39	20.5	14	18	8	102	41.0	49	32.8	7.3
150,000 and over		74	33.6	5	5	6	34	11.7	35	8.1	6	5	8	44	16.4	49	8.8	6.6

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5A. READER DEMOGRAPHIC ANALYSIS:

		THE TIMES UNION/SUNDAY TIMES UNION																		
		MORNING (MON.-FRI.)								SUNDAY										
		Reader Profile (Avg. Issue Reader)		Estimated Number of Readers (000)				Reader Profile (Avg. Issue Reader)			Estimated Number of Readers (000)									
		Total Readers	Subscribers	N	Total	% Reach	Subscribers	Total Readers	Subscribers	Single Copy Sales	N	Total	% Reach	Subscribers	Single Copy Sales					
RPSA 1 Market Profile																				
N =		(565)	(394)																	
Market Total																				
N	(000)	%	%	%	%	%	%	%	%	%	%	%	%	%	%					
Totals (Adults, 18+)	1,561	667.9	100	100	100	100	100	565	216.3	32	138.5	100	100	100	734	296.1	44	182.1	86.8	
5. Marital Status of respondent:																				
Married	852	362.8	54	59	65	334	127.3	35	89.5	57	65	48	428	167.5	46	118.9	41.5			
Widowed	194	44.1	7	7	7	63	14.2	32	10.3	6	6	5	77	18.1	41	10.9	4.4			
Divorced or separated	214	78.7	12	9	7	66	20.4	26	10.3	11	9	13	94	33.5	43	17.2	11.2			
Single (never married)	301	182.4	27	25	21	102	54.3	30	28.4	26	19	34	135	76.9	42	35.1	29.6			
6. Household Composition:																				
Households with children (17 yrs. or under)	427	226.6	34	31	25	148	67.9	30	34.3	29	27	33	192	86.1	38	49.4	28.5			
Households with children (12-17 yrs.)	192	91.8	14	16	15	82	34.7	38	20.7	14	13	15	96	40.4	44	24.2	12.9			
Number of Adults:																				
1 adult	473	119.5	18	16	16	148	34.5	29	22.3	16	14	16	190	46.2	39	24.7	13.4			
2 adults	875	384.2	58	56	60	324	122.1	32	82.8	58	64	50	434	173.0	45	115.8	43.0			
3 adults	147	105.7	16	17	18	63	36.5	35	25.0	18	15	25	75	52.8	50	28.0	21.3			
4 or more adults	66	58.5	9	11	6	30	23.2	40	8.4	8	8	10	35	24.1	41	13.6	9.0			

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5A. READER DEMOGRAPHIC ANALYSIS:

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				(565)	(394)					(734)	(497)	(172)								
				%	%					%	%	%								
Totals (Adults, 18+)	N	(000)	%	1,561	667.9	100	100	100	565	216.3	32	138.5	100	100	100	734	296.1	44	182.1	86.8
7. Race/Ethnicity of respondent:																				
White	1,450	612.6	92	93	97	534	202.0	33	134.1	92	96	86	687	272.8	45	175.0	74.3			
Black	57	32.0	5	5	2	20	10.2	32	2.7	4	2	9	24	12.4	39	3.5	7.5			
Asian/Pacific Islander	23	9.2	1	1	0	4	1.9	20	0.5	1	1	1	9	3.3	36	1.4	0.6			
Other	31	14.0	2	1	1	7	2.1	15	1.1	3	1	5	14	7.6	54	2.2	4.4			
Hispanic	29	17.4	3	1	1	7	3.0	17	1.2	2	1	4	11	5.9	34	1.8	3.7			
8. Employment Status of respondent:																				
Employed	945	451.5	68	67	60	338	143.7	32	82.4	68	63	74	446	200.3	44	115.5	63.8			
Full-time (35+ hrs./wk.)	759	352.6	53	53	46	270	115.2	33	63.4	51	49	53	350	151.0	43	89.5	45.6			
Part-time (<35 hrs./wk.)	186	98.9	15	13	14	68	28.5	29	19.0	17	14	21	96	49.2	50	26.0	18.2			
Unemployed/laid off	20	14.4	2	3	3	8	5.3	37	3.8	2	2	4	10	6.8	47	3.8	3.0			
Other (retired, student, homemaker, disabled)	596	202.0	30	31	38	219	67.2	33	52.3	30	35	23	278	89.1	44	62.8	20.0			

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		RPSA 1 Market Profile		N =															
		Market Total																	
		N	(000)	%	%	%	%	%	%	%	%	%	%	%	%				
Totals (Adults, 18+)		1,561	667.9	100	100	100	100	565	216.3	32	138.5	100	100	100	734	296.1	44	182.1	86.8
9. Working Women (based on female population = 346.7):																			
Full-time (35+ hrs./wk.)	381	154.0	44	44	39	129	48.1	31	27.4	46	42	48	181	71.8	47	40.2	23.0		
Part-time (<35 hrs./wk.)	124	56.2	16	18	17	52	19.6	35	12.3	17	16	18	67	26.1	46	15.1	8.5		
10. Occupation of employed respondent:																			
Management, Business and Financial Operations	171	70.2	11	9	8	56	18.9	27	10.8	10	10	10	80	29.9	43	18.5	8.8		
Professional and Related	341	139.8	21	25	26	140	53.0	38	35.7	24	24	25	181	71.4	51	43.8	21.5		
Service	96	53.7	8	10	7	35	22.5	42	9.7	6	6	6	36	18.7	35	11.6	5.5		
Sales and Office	200	100.3	15	15	14	73	31.8	32	19.7	18	16	21	105	52.6	52	28.8	18.0		
Farming, Fishing and Forestry	1	0.6	0	0	0	0	0.0	0	0.0	0	0	0	0	0.0	0	0.0	0.0	0.0	
Construction, Extraction and Maintenance	61	39.3	6	4	2	15	8.6	22	3.3	4	3	5	19	11.4	29	5.1	4.3		
Production, Transportation and Material Moving	71	42.8	6	4	2	19	9.0	21	3.3	5	3	7	24	14.2	33	5.7	5.6		
Military Specific	4	4.8	1	0	0	0	0.0	0	0.0	1	1	0	1	2.0	41	2.0	0.0		
All Others	0	0.0	0	0	0	0	0.0	0	0.0	0	0	0	0	0.0	0	0.0	0.0	0.0	

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5A. READER DEMOGRAPHIC ANALYSIS:

		THE TIMES UNION/SUNDAY TIMES UNION																	
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		Total Readers	Subscribers	N	Total	% Reach	Subscribers	Total Readers	Subscribers	Single Copy Sales	N	Total	% Reach	Subscribers	Single Copy Sales				
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N =		(565)	(394)					(734)	(497)	(172)									
Market Total																			
N	(000)	%	%	%	%	%	%	%	%	%	%	%	%	%	%				
Totals (Adults, 18+)	1,561	667.9	100	100	100	100	100	565	216.3	32	138.5	100	100	100	734	296.1	44	182.1	86.8
11. Primary Residence Type of respondent:																			
Own	1,201	487.9	73	77	82	447	166.8	34	113.8	75	83	60	574	220.6	45	151.6	51.7		
Rent	339	160.3	24	20	15	112	43.8	27	20.7	22	14	35	151	65.5	41	26.3	30.0		

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5B. READER DEMOGRAPHIC ANALYSIS:

							THE TIMES UNION/SUNDAY TIMES UNION							
							MORNING (MON.-FRI.) FIVE-DAY CUME			FOUR-ISSUE SUNDAY CUME				
							Reader Profile (Five-Day CUME)		Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)		Estimated Number of Readers (000)	
							Total Readers	%	Total	% Reach	Total Readers	%	Total	% Reach
RPSA 1 Market Profile														
							<u>Market Total</u>							
							<u>(000)</u>		<u>%</u>		<u>%</u>			
Totals (Adults, 18+)							667.9	100	100	318.9	48	100	374.3	56
1. Gender of respondent:														
Male							321.2	48	48	154.4	48	44	166.3	52
Female							346.7	52	52	164.5	47	56	208.0	60
2. Age of respondent:														
18-34							195.9	29	25	79.2	40	26	98.2	50
18-24							86.8	13	12	37.2	43	12	43.8	51
25-34							109.1	16	13	42.0	39	15	54.3	50
35-54							255.8	38	39	123.5	48	40	149.5	58
35-44							124.7	19	17	55.5	45	20	72.9	58
45-54							131.1	20	21	68.1	52	21	76.6	58
55 and older							216.2	32	36	116.2	54	34	126.7	59
55-64							98.5	15	17	54.0	55	16	59.0	60
65 and older							117.7	18	20	62.2	53	18	67.7	58

Note: Due to non-responses and unreported segments of the Market Profile, combined segments may not always combine to the Market Total. Also, percentages are rounded to the nearest whole number.

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5B. READER DEMOGRAPHIC ANALYSIS:

						THE TIMES UNION/SUNDAY TIMES UNION							
						MORNING (MON.-FRI.) FIVE-DAY CUME			FOUR-ISSUE SUNDAY CUME				
						Reader Profile (Five-Day CUME)		Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)		Estimated Number of Readers (000)	
						Total Readers	%	Total	% Reach	Total Readers	%	Total	% Reach
RPSA 1 Market Profile													
						Market Total				Market Total			
						(000)				(000)			
						%				%			
Totals (Adults, 18+)						667.9	100	100	318.9	48	100	374.3	56
3. Education of respondent:													
Less than high school						50.9	8	5	16.9	33	4	15.5	30
Graduated high school (grade 12)						222.3	33	28	89.1	40	29	108.8	49
Some college/university (completed at least one year)						201.3	30	31	100.0	50	31	117.3	58
Graduated college/university (completed four or more years)						193.5	29	35	112.9	58	36	132.7	69
4. Household Income of respondent:													
Under \$35,000						157.8	24	19	60.0	38	19	72.3	46
35,000 and over						510.1	76	81	258.9	51	81	302.0	59
50,000 and over						362.0	54	57	182.9	51	60	225.8	62
75,000 and over						230.0	34	39	122.8	53	39	145.4	63
25,000 - 34,999						71.3	11	8	26.0	37	8	31.2	44
35,000 - 49,999						148.1	22	24	76.0	51	20	76.2	52
50,000 - 74,999						132.0	20	19	60.1	46	22	80.4	61
75,000 - 99,999						113.1	17	19	61.9	55	21	77.0	68
100,000 - 149,999						83.3	13	14	45.1	54	13	49.3	59
150,000 and over						33.6	5	5	15.7	47	5	19.0	57

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5B. READER DEMOGRAPHIC ANALYSIS:

THE TIMES UNION/SUNDAY TIMES UNION								
MORNING (MON.-FRI.) FIVE-DAY CUME				FOUR-ISSUE SUNDAY CUME				
Reader Profile (Five-Day CUME)		Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)		Estimated Number of Readers (000)		
		Total Readers	% Reach	Total Readers	Total	% Reach		
RPSA 1 Market Profile								
Market Total (000) %								
Totals (Adults, 18+)	667.9	100	100	318.9	48	100	374.3	56
5. Marital Status of respondent:								
Married	362.8	54	57	181.4	50	55	205.7	57
Widowed	44.1	7	6	18.2	41	6	22.3	51
Divorced or separated	78.7	12	11	34.4	44	12	44.1	56
Single (never married)	182.4	27	27	85.0	47	27	102.2	56
6. Household Composition:								
Households with children (17 yrs. or under)	226.6	34	35	111.2	49	31	115.1	51
Households with children (12-17 yrs.)	91.8	14	14	43.9	48	13	50.3	55
Number of Adults:								
1 adult	119.5	18	16	50.2	42	16	57.9	49
2 adults	384.2	58	58	183.2	48	59	221.0	58
3 adults	105.7	16	17	53.3	50	17	64.9	61
4 or more adults	58.5	9	10	32.1	55	8	30.4	52

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5B. READER DEMOGRAPHIC ANALYSIS:

THE TIMES UNION/SUNDAY TIMES UNION						
MORNING (MON.-FRI.) FIVE-DAY CUME				FOUR-ISSUE SUNDAY CUME		
Reader Profile (Five-Day CUME)		Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)		Estimated Number of Readers (000)
		Total Readers	% Reach	Total Readers	Total	% Reach
RPSA 1 Market Profile						
Market Total (000) %		%		%		
Totals (Adults, 18+)	667.9	100	100	318.9	48	100
7. Race/Ethnicity of respondent:						
White	612.6	92	91	290.2	47	92
Black	32.0	5	5	17.2	54	4
Asian/Pacific Islander	9.2	1	1	3.6	39	1
Other	14.0	2	3	7.9	56	2
Hispanic	17.4	3	2	5.3	30	2
8. Employment Status of respondent:						
Employed	451.5	68	67	213.7	47	70
Full-time (35+ hrs./wk.)	352.6	53	52	164.4	47	54
Part-time (<35 hrs./wk.)	98.9	15	16	49.3	50	16
Unemployed/laid off	14.4	2	3	8.3	57	2
Other (retired, student, homemaker, disabled)	202.0	30	30	96.9	48	28

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5B. READER DEMOGRAPHIC ANALYSIS:

							THE TIMES UNION/SUNDAY TIMES UNION							
							MORNING (MON.-FRI.) FIVE-DAY CUME			FOUR-ISSUE SUNDAY CUME				
							Reader Profile (Five-Day CUME)		Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)		Estimated Number of Readers (000)	
							Total Readers	%	Total	% Reach	Total Readers	%	Total	% Reach
RPSA 1 Market Profile														
							<u>Market Total</u>				<u>Total Readers</u>			
							<u>(000)</u>				<u>%</u>			
Totals (Adults, 18+)							667.9	100	100	318.9	48	100	374.3	56
9. Working Women (based on female population = 346.7):														
Full-time (35+ hrs./wk.)							154.0	44	44	72.3	47	49	102.2	66
Part-time (<35 hrs./wk.)							56.2	16	17	27.6	49	17	34.6	62
10. Occupation of employed respondent:														
Management, Business and Financial Operations							70.2	11	9	29.3	42	11	39.2	56
Professional and Related							139.8	21	25	79.0	57	25	93.9	67
Service							53.7	8	10	30.2	56	8	28.8	54
Sales and Office							100.3	15	15	46.1	46	17	63.4	63
Farming, Fishing and Forestry							0.6	0	0	0.0	0	0	0.0	0
Construction, Extraction and Maintenance							39.3	6	4	11.4	29	5	16.8	43
Production, Transportation and Material Moving							42.8	6	5	15.7	37	5	19.1	45
Military Specific							4.8	1	1	2.0	41	1	2.0	41
All Others							0.0	0	0	0.0	0	0	0.0	0

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5B. READER DEMOGRAPHIC ANALYSIS:

THE TIMES UNION/SUNDAY TIMES UNION								
MORNING (MON.-FRI.) FIVE-DAY CUME				FOUR-ISSUE SUNDAY CUME				
Reader Profile (Five-Day CUME)		Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)		Estimated Number of Readers (000)		
Total Readers	%	Total	% Reach	Total Readers	Total	% Reach		
RPSA 1 Market Profile								
Market Total (000) %								
Totals (Adults, 18+)	667.9	100	100	318.9	48	100	374.3	56
11. Primary Residence Type of respondent:								
Own	487.9	73	74	236.3	48	74	277.9	57
Rent	160.3	24	23	74.5	47	22	83.0	52

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5C. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

				THE TIMES UNION/SUNDAY TIMES UNION														
				MORNING (MON.-FRI.)						SUNDAY								
				Reader Profile (Avg. Issue Reader)		Estimated Number of Readers (000)				Reader Profile (Avg. Issue Reader)			Estimated Number of Readers (000)					
				Total Readers	Subscribers	N*	Total	% Reach	Subscribers	Total Readers	Subscribers	Single Copy Sales	N*	Total	% Reach	Subscribers	Single Copy Sales	
				RPSA 2 Market Profile		N* =												
				Market Total														
				N*	(000)	%												
				%	%													
Totals (Adults, 18+)	2,028	1,080.6	100	100	100	579	225.9	21	143.5	100	100	100	772	318.4	30	188.1	98.6	
1. Gender of respondent:																		
Male	825	521.1	48	50	50	244	113.1	22	71.0	46	48	44	309	147.1	28	90.0	43.5	
Female	1,203	559.5	52	50	50	335	112.8	20	72.4	54	52	56	463	171.3	31	98.1	55.1	
2. Age of respondent:																		
18-34	261	303.5	28	21	14	51	47.6	16	19.5	23	15	34	71	71.6	24	28.5	33.3	
18-24	84	137.6	13	10	5	16	22.9	17	7.4	11	6	18	22	35.1	26	12.1	17.7	
25-34	177	165.8	15	11	8	35	24.8	15	12.0	12	9	16	49	36.5	22	16.4	15.6	
35-54	788	404.1	37	39	38	224	88.3	22	54.4	40	40	38	321	126.7	31	76.1	37.1	
35-44	356	195.3	18	15	13	84	33.8	17	19.1	18	17	17	137	56.7	29	32.1	16.8	
45-54	432	208.8	19	24	25	140	54.6	26	35.3	22	23	21	184	70.0	34	44.0	20.3	
55 and older	979	373.0	35	40	49	304	89.9	24	69.6	38	44	29	380	120.1	32	83.6	28.2	
55-64	395	164.1	15	18	20	131	41.2	25	29.3	18	20	18	163	57.2	35	37.3	17.5	
65 and older	584	208.9	19	22	28	173	48.7	23	40.4	20	25	11	217	62.9	30	46.3	10.6	

Note: Due to non-responses and unreported segments of the Market Profile, combined segments may not always combine to the Market Total. Also, percentages are rounded to the nearest whole number.

N* = represents the number of respondents in the categories denoted.

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5C. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

		THE TIMES UNION/SUNDAY TIMES UNION																
		MORNING (MON.-FRI.)								SUNDAY								
		Reader Profile (Avg. Issue Reader)		Estimated Number of Readers (000)				Reader Profile (Avg. Issue Reader)			Estimated Number of Readers (000)				Single Copy Sales			
		Total Readers	Subscribers	N	Total	% Reach	Subscribers	Total Readers	Subscribers	Single Copy Sales	N	Total	% Reach	Subscribers	Single Copy Sales			
RPSA 2 Market Profile																		
N =		(579)	(401)									(772)	(507)	(192)				
Market Total																		
N	(000)	%	%	%	%	%	%	%	%	%	%	%	%	%	%			
Totals (Adults, 18+)	2,028	1,080.6	100	100	579	225.9	21	143.5	100	100	100	772	318.4	30	188.1	98.6		
3. Education of respondent:																		
Less than high school	170	103.5	10	6	6	25	12.7	12	8.6	5	6	5	35	15.2	15	10.4	4.4	
Graduated high school (grade 12)	662	386.0	36	32	27	161	72.0	19	38.9	30	27	35	206	93.9	24	51.2	34.9	
Some college/university (completed at least one year)	392	312.3	29	25	24	96	56.0	18	34.2	29	27	31	148	93.7	30	49.9	30.9	
Graduated college/university (completed four or more years)	804	278.9	26	38	43	297	85.2	31	61.8	36	41	29	383	115.6	41	76.7	28.4	
4. Household Income of respondent:																		
Under \$35,000	569	275.4	26	18	19	113	39.7	14	26.8	20	18	23	165	64.0	23	34.0	22.5	
35,000 and over	1,459	805.2	75	82	81	466	186.2	23	116.6	80	82	77	607	254.4	32	154.1	76.0	
50,000 and over	1,020	569.5	53	60	62	337	134.6	24	88.2	58	60	54	439	185.9	33	112.1	52.9	
75,000 and over	646	367.0	34	41	43	231	92.3	25	61.1	38	41	35	290	121.8	33	77.1	34.4	
25,000 - 34,999	243	128.9	12	7	7	46	16.0	12	10.2	8	7	11	66	26.2	20	13.9	10.3	
35,000 - 49,999	439	235.7	22	23	20	129	51.6	22	28.4	22	22	24	168	68.5	29	42.0	23.1	
50,000 - 74,999	374	202.4	19	19	19	106	42.3	21	27.1	20	19	19	149	64.0	32	34.9	18.5	
75,000 - 99,999	320	193.7	18	20	21	110	46.2	24	30.1	19	18	20	138	60.6	31	33.3	19.7	
100,000 - 149,999	236	127.8	12	15	16	85	33.8	26	22.2	14	18	7	105	43.6	34	34.5	7.3	
150,000 and over	90	45.6	4	6	6	36	12.4	27	8.9	6	5	8	47	17.6	39	9.3	7.4	

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5C. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

		THE TIMES UNION/SUNDAY TIMES UNION																
		MORNING (MON.-FRI.)								SUNDAY								
		Reader Profile (Avg. Issue Reader)		Estimated Number of Readers (000)						Reader Profile (Avg. Issue Reader)			Estimated Number of Readers (000)					
		Total Readers	Subscribers	N	Total	% Reach	Subscribers	Total Readers	Subscribers	Single Copy Sales	N	Total	% Reach	Subscribers	Single Copy Sales			
RPSA 2 Market Profile																		
N =		(579)	(401)									(772)	(507)	(192)				
Market Total																		
N	(000)	%	%	%	%	%	%	%	%	%	%	%	%	%	%			
Totals (Adults, 18+)	2,028	1,080.6	100	100	579	225.9	21	143.5	100	100	100	772	318.4	30	188.1	98.6		
5. Marital Status of respondent:																		
Married	1,108	606.4	56	59	64	343	134.1	22	92.2	57	65	51	450	182.6	30	122.1	50.5	
Widowed	261	78.2	7	6	7	64	14.4	18	10.3	6	6	5	80	18.6	24	11.0	4.4	
Divorced or separated	278	118.5	11	9	8	68	21.3	18	10.8	11	10	13	99	35.8	30	17.9	12.3	
Single (never married)	381	277.5	26	25	21	104	56.1	20	30.2	26	20	32	143	81.3	29	37.1	31.4	
6. Household Composition:																		
Households with children (17 yrs. or under)	561	374.2	35	31	25	150	69.3	19	35.6	28	26	31	197	89.4	24	49.4	30.8	
Households with children (12-17 yrs.)	272	176.4	16	16	15	84	36.2	21	22.0	13	13	13	98	41.4	24	24.2	12.9	
Number of Adults:																		
1 adult	614	194.1	18	16	16	152	36.8	19	22.5	16	13	15	201	49.7	26	25.2	15.0	
2 adults	1,127	617.2	57	56	59	332	127.0	21	85.2	58	62	51	452	183.1	30	117.2	50.3	
3 adults	209	190.8	18	17	19	65	38.9	20	27.4	19	16	25	83	59.7	31	30.4	24.2	
4 or more adults	78	78.5	7	10	6	30	23.2	30	8.4	8	8	9	36	25.8	33	15.3	9.0	

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5C. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

		THE TIMES UNION/SUNDAY TIMES UNION															
		MORNING (MON.-FRI.)								SUNDAY							
		Reader Profile (Avg. Issue Reader)		Estimated Number of Readers (000)				Reader Profile (Avg. Issue Reader)			Estimated Number of Readers (000)						
		Total Readers	Subscribers	N	Total	% Reach	Subscribers	Total Readers	Subscribers	Single Copy Sales	N	Total	% Reach	Subscribers	Single Copy Sales		
RPSA 2 Market Profile																	
N =		(579)	(401)														
Market Total																	
N	(000)	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Totals (Adults, 18+)	2,028	1,080.6	100	100	579	225.9	21	143.5	100	100	100	772	318.4	30	188.1	98.6	
7. Race/Ethnicity of respondent:																	
White	1,893	996.3	92	94	97	548	211.6	21	139.1	92	96	86	724	293.7	30	180.9	84.7
Black	68	45.4	4	5	2	20	10.2	23	2.7	4	2	9	25	13.7	30	3.5	8.8
Asian/Pacific Islander	27	13.4	1	1	0	4	1.9	14	0.5	1	1	1	9	3.3	25	1.4	0.6
Other	40	25.5	2	1	1	7	2.1	8	1.1	2	1	5	14	7.6	30	2.2	4.4
Hispanic	39	24.1	2	1	1	7	3.0	13	1.2	2	1	4	12	6.3	26	1.8	4.2
8. Employment Status of respondent:																	
Employed	1,212	709.8	66	66	59	347	149.6	21	85.0	67	63	72	471	214.4	30	118.9	70.5
Full-time (35+ hrs./wk.)	956	553.6	51	53	46	278	120.6	22	65.5	51	49	51	370	162.5	29	92.5	50.5
Part-time (<35 hrs./wk.)	256	156.1	14	13	14	69	29.0	19	19.4	16	14	20	101	51.9	33	26.4	20.0
Unemployed/laid off	29	31.2	3	3	4	9	6.8	22	5.3	3	3	3	11	8.3	27	5.3	3.0
Other (retired, student, homemaker, disabled)	787	339.6	31	31	37	223	69.4	20	53.2	30	34	25	290	95.6	28	63.9	25.1

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5C. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

		THE TIMES UNION/SUNDAY TIMES UNION															
		MORNING (MON.-FRI.)								SUNDAY							
		Reader Profile (Avg. Issue Reader)		Estimated Number of Readers (000)						Reader Profile (Avg. Issue Reader)			Estimated Number of Readers (000)				
		Total Readers	Subscribers	N	Total	% Reach	Subscribers	Total Readers	Subscribers	Single Copy Sales	N	Total	% Reach	Subscribers	Single Copy Sales		
		RPSA 2 Market Profile		N =													
		Market Total															
		N	(000)	%	%	%	%	%	%	%	%	%	%	%	%		
Totals (Adults, 18+)		2,028	1,080.6	100	100	579	225.9	21	143.5	100	100	100	772	318.4	30	188.1	98.6
9. Working Women (based on female population = 559.5):																	
Full-time (35+ hrs./wk.)	482	244.6	44	43	39	131	48.7	20	28.0	47	43	48	195	80.3	33	42.6	26.2
Part-time (<35 hrs./wk.)	172	91.9	16	17	17	52	19.6	21	12.3	16	15	18	70	27.9	30	15.1	9.8
10. Occupation of employed respondent:																	
Management, Business and Financial Operations	216	109.9	10	9	8	57	19.1	17	11.0	10	10	9	84	31.2	28	19.4	9.2
Professional and Related	419	199.9	19	25	26	145	56.0	28	37.6	25	24	26	192	78.0	39	44.1	25.6
Service	133	105.1	10	10	7	35	22.5	21	9.7	6	6	6	36	18.7	18	11.6	5.5
Sales and Office	247	146.2	14	14	14	73	31.8	22	19.7	18	16	19	111	56.7	39	30.5	19.0
Farming, Fishing and Forestry	3	3.6	0	0	0	0	0.0	0	0.0	0	0	0	0	0.0	0	0.0	0.0
Construction, Extraction and Maintenance	82	62.0	6	4	3	16	9.0	15	3.7	4	3	4	20	11.8	19	5.5	4.3
Production, Transportation and Material Moving	108	78.3	7	5	2	21	11.3	14	3.3	5	3	7	27	16.1	21	5.7	6.9
Military Specific	4	4.8	0	0	0	0	0.0	0	0.0	1	1	0	1	2.0	41	2.0	0.0
All Others	0	0.0	0	0	0	0	0.0	0	0.0	0	0	0	0	0.0	0	0.0	0.0

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5C. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

THE TIMES UNION/SUNDAY TIMES UNION																	
MORNING (MON.-FRI.)										SUNDAY							
Reader Profile (Avg. Issue Reader)			Estimated Number of Readers (000)				Reader Profile (Avg. Issue Reader)			Estimated Number of Readers (000)							
Total Readers	Subscribers		N	Total	% Reach	Subscribers	Total Readers	Subscribers	Single Copy Sales	N	Total	% Reach	Subscribers	Single Copy Sales			
RPSA 2 Market Profile		N =	(579)	(401)			(772)	(507)	(192)								
Market Total																	
N	(000)	%	%	%			%	%	%								
Totals (Adults, 18+)	2,028	1,080.6	100	100	579	225.9	21	143.5	100	100	100	772	318.4	30	188.1	98.6	
11. Primary Residence Type of respondent:																	
Own	1,568	806.3	75	77	83	456	173.3	22	118.5	76	83	63	605	240.4	30	156.9	62.3
Rent	421	228.7	21	21	15	117	46.9	21	20.9	21	14	32	158	68.0	30	27.0	31.2

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5D. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

						THE TIMES UNION/SUNDAY TIMES UNION								
						MORNING (MON.-FRI.) FIVE-DAY CUME			FOUR-ISSUE SUNDAY CUME					
						Reader Profile (Five-Day CUME)		Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)		Estimated Number of Readers (000)		
						Total Readers	%	Total	% Reach	Total Readers	%	Total	% Reach	
						%				%				
RPSA 2 Market Profile														
						<u>Market Total</u>								
						<u>(000)</u>				<u>%</u>				
Totals (Adults, 18+)		1,080.6		100		100		349.8		32		413.2		38
1. Gender of respondent:														
Male		521.1		48		47		165.4		32		176.0		34
Female		559.5		52		53		184.4		33		237.1		42
2. Age of respondent:														
18-34		303.5		28		26		89.6		30		106.4		35
18-24		137.6		13		13		45.8		33		49.5		36
25-34		165.8		15		13		43.8		26		56.9		34
35-54		404.1		37		39		135.8		34		163.0		40
35-44		195.3		18		17		59.3		30		77.4		40
45-54		208.8		19		22		76.5		37		85.6		41
55 and older		373.0		35		36		124.4		33		143.8		39
55-64		164.1		15		17		59.2		36		70.2		43
65 and older		208.9		19		19		65.3		31		73.6		35

Note: Due to non-responses and unreported segments of the Market Profile, combined segments may not always combine to the Market Total. Also, percentages are rounded to the nearest whole number.

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5D. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

						THE TIMES UNION/SUNDAY TIMES UNION							
						MORNING (MON.-FRI.) FIVE-DAY CUME			FOUR-ISSUE SUNDAY CUME				
						Reader Profile (Five-Day CUME)		Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)		Estimated Number of Readers (000)	
						Total Readers	%	Total	% Reach	Total Readers	%	Total	% Reach
RPSA 2 Market Profile													
						Market Total							
						(000)				%			
Totals (Adults, 18+)						1,080.6	100	100	349.8	32	100	413.2	38
3. Education of respondent:													
Less than high school						103.5	10	6	19.1	19	4	15.5	15
Graduated high school (grade 12)						386.0	36	29	100.1	26	28	117.4	30
Some college/university (completed at least one year)						312.3	29	31	107.9	35	32	130.4	42
Graduated college/university (completed four or more years)						278.9	26	35	122.7	44	36	149.8	54
4. Household Income of respondent:													
Under \$35,000						275.4	26	19	67.7	25	19	79.8	29
35,000 and over						805.2	75	81	282.1	35	81	333.4	41
50,000 and over						569.5	53	57	199.6	35	60	247.1	43
75,000 and over						367.0	34	39	135.7	37	39	159.4	43
25,000 - 34,999						128.9	12	9	30.9	24	9	35.4	27
35,000 - 49,999						235.7	22	24	82.5	35	21	86.3	37
50,000 - 74,999						202.4	19	18	64.0	32	21	87.8	43
75,000 - 99,999						193.7	18	21	71.8	37	20	83.2	43
100,000 - 149,999						127.8	12	14	47.4	37	13	55.3	43
150,000 and over						45.6	4	5	16.5	36	5	20.9	46

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5D. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

						THE TIMES UNION/SUNDAY TIMES UNION							
						MORNING (MON.-FRI.) FIVE-DAY CUME			FOUR-ISSUE SUNDAY CUME				
						Reader Profile (Five-Day CUME)		Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)		Estimated Number of Readers (000)	
						Total Readers	%	Total	% Reach	Total Readers	%	Total	% Reach
RPSA 2 Market Profile													
						<u>Market Total</u>				<u>Market Total</u>			
						<u>(000)</u>		<u>%</u>		<u>(000)</u>		<u>%</u>	
Totals (Adults, 18+)						1,080.6	100	100	349.8	32	100	413.2	38
5. Marital Status of respondent:													
Married						606.4	56	55	193.6	32	55	226.3	37
Widowed						78.2	7	6	19.4	25	6	23.7	30
Divorced or separated						118.5	11	12	40.8	35	12	48.6	41
Single (never married)						277.5	26	27	95.9	35	28	114.5	41
6. Household Composition:													
Households with children (17 yrs. or under)						374.2	35	34	119.0	32	30	122.7	33
Households with children (12-17 yrs.)						176.4	16	14	50.2	29	13	54.7	31
Number of Adults:													
1 adult						194.1	18	17	60.8	31	16	65.7	34
2 adults						617.2	57	56	194.3	32	58	238.9	39
3 adults						190.8	18	18	62.5	33	19	76.4	40
4 or more adults						78.5	7	9	32.1	41	8	32.1	41

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5D. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

						THE TIMES UNION/SUNDAY TIMES UNION							
						MORNING (MON.-FRI.) FIVE-DAY CUME			FOUR-ISSUE SUNDAY CUME				
						Reader Profile (Five-Day CUME)		Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)		Estimated Number of Readers (000)	
						Total Readers	%	Total	% Reach	Total Readers	%	Total	% Reach
RPSA 2 Market Profile													
						<u>Market Total</u>				<u>Total Readers</u>			
						<u>(000)</u>				<u>%</u>			
Totals (Adults, 18+)						1,080.6	100	100	349.8	32	100	413.2	38
7. Race/Ethnicity of respondent:													
White						996.3	92	92	321.1	32	92	380.6	38
Black						45.4	4	5	17.2	38	5	19.1	42
Asian/Pacific Islander						13.4	1	1	3.6	27	1	4.9	37
Other						25.5	2	2	7.9	31	2	8.5	33
Hispanic						24.1	2	2	5.3	22	2	7.1	30
8. Employment Status of respondent:													
Employed						709.8	66	67	234.5	33	70	289.1	41
Full-time (35+ hrs./wk.)						553.6	51	51	176.8	32	54	223.2	40
Part-time (<35 hrs./wk.)						156.1	14	17	57.6	37	16	65.9	42
Unemployed/laid off						31.2	3	4	12.4	40	2	9.2	30
Other (retired, student, homemaker, disabled)						339.6	31	29	102.9	30	28	114.8	34

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5D. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

							THE TIMES UNION/SUNDAY TIMES UNION							
							MORNING (MON.-FRI.) FIVE-DAY CUME			FOUR-ISSUE SUNDAY CUME				
							Reader Profile (Five-Day CUME)		Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)		Estimated Number of Readers (000)	
							Total Readers	%	Total	% Reach	Total Readers	%	Total	% Reach
RPSA 2 Market Profile														
							<u>Market Total</u>				<u>Total Readers</u>			
							<u>(000)</u>				<u>%</u>			
Totals (Adults, 18+)							1,080.6	100	100	349.8	32	100	413.2	38
9. Working Women (based on female population = 559.5):														
Full-time (35+ hrs./wk.)							244.6	44	42	77.5	32	50	119.3	49
Part-time (<35 hrs./wk.)							91.9	16	19	35.1	38	16	38.2	42
10. Occupation of employed respondent:														
Management, Business and Financial Operations							109.9	10	9	31.4	29	10	41.5	38
Professional and Related							199.9	19	25	86.3	43	25	104.4	52
Service							105.1	10	9	30.6	29	7	29.2	28
Sales and Office							146.2	14	15	52.7	36	17	70.2	48
Farming, Fishing and Forestry							3.6	0	0	0.0	0	0	0.0	0
Construction, Extraction and Maintenance							62.0	6	4	12.3	20	4	17.3	28
Production, Transportation and Material Moving							78.3	7	6	19.2	25	6	24.5	31
Military Specific							4.8	0	1	2.0	41	1	2.0	41
All Others							0.0	0	0	0.0	0	0	0.0	0

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

5D. OPTIONAL READER DEMOGRAPHIC ANALYSIS:

<u>RPSA 2 Market Profile</u>		
	<u>Market Total (000)</u>	<u>%</u>
Totals (Adults, 18+)	1,080.6	100
11. Primary Residence Type of respondent:		
Own	806.3	75
Rent	228.7	21

THE TIMES UNION/SUNDAY TIMES UNION					
MORNING (MON.-FRI.) FIVE-DAY CUME			FOUR-ISSUE SUNDAY CUME		
Reader Profile (Five-Day CUME)	Estimated Number of Readers (000)		Reader Profile (Four-Issue CUME)	Estimated Number of Readers (000)	
<u>Total Readers</u>	<u>Total</u>	<u>% Reach</u>	<u>Total Readers</u>	<u>Total</u>	<u>% Reach</u>
<u>%</u>			<u>%</u>		
100	349.8	32	100	413.2	38
74	257.4	32	74	306.7	38
23	80.8	35	22	90.8	40

ABC recommends that the percentage reach achieved based on less than 75 interviews should be interpreted with caution due to the small sample base, and should not be used without combining other categories to achieve a minimum of 75 respondents.

6. EXPLANATORY:

Occupied household estimates appearing in ABC reports are obtained from Claritas Inc.

General Information. The previous paragraphs of ABC's Reader Profile summarizes the scope and results of a research study of THE TIMES UNION/SUNDAY TIMES UNION readership by Scarborough Research at the request of THE TIMES UNION/SUNDAY TIMES UNION. Paid circulation data reviewed by ABC in the course of the circulation audit of THE TIMES UNION/SUNDAY TIMES UNION provides the basis for calculating readers per copy data and for the related percentages.

Sample Selection. Interview respondents were randomly selected from a representative sample of telephone numbers in the Reader Profile Designated Market area. In the case of this study, a sample of 16,496 records were selected and 13,584 were verified as dialed using one or more of the following techniques:

Random Digit Dialing (RDD)

The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and substitutions were only made if the respondent met one or more of the following criteria: deaf, senile, has a mental handicap or has a terminal illness. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday) for all editions.

Sample Size. A minimum of 500 completed interviews is required with no more than one interview per household, and a minimum of 100 respondents in each category — subscribers, single copy recipients and pass-along/other readers. In the event that a completed study failed to yield 100 respondents in one or more of these categories, the newspaper either a) omitted the corresponding profile data from the study, or b) conducted additional, randomly selected interviews to attain the 100-respondent minimum. In the latter case, each additional interview would employ a prescribed screening and readership question sequence (see "Interview Procedures," below). The sample would then be weighted so that the number of additional interviews, when added to the original sample size, represented only the proportion indicated in the original sample. The percentage reach achieved based on a population size of less than 32,100 adults (75 interviews) for RPSA 1 and 40,000 adults (75 interviews) for RPSA 2, should be interpreted with caution due to the small sample base.

Interview Procedures. To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by a field service that provided supervision, interview training, and in-house and remote monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special news stories. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day.

Where appropriate, data was balanced and/or weighted using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total Market Profile population. Non-responses to demographic questions were distributed using a method of ascription.

In all cases, at least six attempts were made to contact all pre-designated respondents. For telephone interviews, the phone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days.

Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend.

Once the standard readership interview was completed, the publisher may have posed additional questions. If the publisher opted to share any or all of these responses, the verified data is included in this report. In all cases, whether or not such data is disclosed herein, ABC was permitted to verify the entire questionnaire for quality control purposes.

Contact Rate, Response Rate and Co-operation Rate. Final disposition of phone numbers used in this survey was:

	RPSA 1	RPSA 2
A. Completed interviews with eligible respondents:	1,561	2,028
B. Eligible respondents who were not interviewed:	2,128	2,949
C. Non-eligible numbers:	5,904	7,758
D. Telephone numbers of unknown eligibility:	629	849

	RPSA 1	RPSA 2
Contact Rate	93.8%	93.8%
ABC Response Rate	39.7%	38.2%
Co-operation Rate	42.3%	40.7%

The Contact Rate is calculated as $(A+B+C)/(A+B+C+D)$. The ABC Response Rate is calculated using the formula $A/(A+B+Adjusted\ D)$, where the adjustment to D is $(A+B)/(A+B+C)$. The Co-operation Rate is calculated using the formula $A/(A+B)$.

Because it is not possible to establish how many numbers in category D are really ineligible, the true response rate is unknown. The ABC Response Rate formula may produce an estimate that is lower than the true response rate, and the Co-operation Rate is likely to produce too generous an estimate of response. A compromise estimate is to take the mean of the ABC Response Rate and the Co-operation Rate.

	RPSA 1	RPSA 2
In this instance the figure is:	41.0%	39.5%

Scope of Verification. We have performed sufficient tests of the readership study by Scarborough Research, the results of which are included in the Reader Profile report, to be satisfied that the study was based on the scope of work described in this report and complied with the Audit Bureau of Circulations Reader Profile Standards.