

New York Times: SUNDAY DEMOGRAPHIC PROFILE

Source: MRI Spring 2009

	Total Adults	New York Times Sunday			
	Aud. (000)	Aud(000)	% Cov.	% Comp.	Index
Total Adults	224,899	4,048	1.8	100.0	100
Men	108,664	2,026	1.9	50.0	104
Women	116,235	2,022	1.7	50.0	97
Age					
Age 18 to 34	68,760	999	1.5	24.7	81
Age 25 to 54	126,809	2,217	1.7	54.8	97
Age 35 to 54	86,599	1,632	1.9	40.3	105
Age 50 +	90,667	1,976	2.2	48.8	121
Median Age	45	49			
Average Age	46	48			
Education					
Any College	121,641	3,577	2.9	88.4	163
College-B.A./Post Grad Degree	59,704	2,796	4.7	69.1	260
Post-Graduate Degree	19,814	1,469	7.4	36.3	412
Job Title/Occupation					
Employed Full-time	116,179	2,297	2.0	56.7	110
Top Management PM IEI\$35K+/C-Suite*	9,990	617	6.2	15.2	343
Professional/Managerial	52,326	1,873	3.6	46.3	199
Business Decision-Maker	45,398	1,350	3.0	33.3	165
Household Income					
Household Income \$75,000+	85,637	2,844	3.3	70.3	185
Household Income \$100,000+	55,227	2,308	4.2	57.0	232
Household Income \$150,000+	22,992	1,387	6.0	34.3	335
Household Income \$200,000+	10,165	778	7.7	19.2	425
Median HHI	\$58,898	\$115,422			
Average HHI	\$74,656	\$127,703			
Home Ownership/Value					
Own home	156,527	2,856	1.8	70.6	101
Home Value \$200,000+	81,623	2,518	3.1	62.2	171
Home Value \$300,000 +	46,894	2,097	4.5	51.8	248
Home Value \$500,000 +	18,347	1,352	7.4	33.4	409
Home Value \$750,000 +	7,501	765	10.2	18.9	567
Median Home Value \$	\$208,990	\$480,024			
Average Home Value \$	\$263,184	\$499,192			
Geography					
New York Media Market	15,775	1,724	10.9	42.6	607

*Includes any C-Level/Pres./VP/Treasurer/Board Member/Controller/Gen. Manager/Owner/Partner - screened by Professional Managerial with IEI \$35,000+