

NEW YORK MARKET DEMOGRAPHIC PROFILE

Source: Scarborough New York Release 1 2009

Delivering High-Quality Readers Every Day of the Week

	<u>Adult Pop.</u>	<u>New York Times Weekday</u>				<u>New York Times Sunday</u>			
	#	Aud. #	Cov. %	Comp. %	Index	Aud. #	Cov. %	Comp. %	Index
Total Adults	16,182,753	1,638,733	10.1%	100.0%	100	2,374,005	14.7%	100.0%	100
Men	7,700,346	843,030	10.9%	51.4%	108	1,151,318	15.0%	48.5%	102
Women	8,482,407	795,703	9.4%	48.6%	93	1,222,687	14.4%	51.5%	98
Age									
Age 25-54	9,072,778	819,341	9.0%	50.0%	89	1,237,866	13.6%	52.1%	93
Age 35-64	8,785,821	967,349	11.0%	59.0%	109	1,448,315	16.5%	61.0%	112
Age 35+	11,590,413	1,288,399	11.1%	78.6%	110	1,915,200	16.5%	80.7%	113
Median Age	46	50			109	50			109
Education									
College Graduate+	5,059,995	1,075,988	21.3%	65.7%	210	1,434,871	28.4%	60.4%	193
Post Graduate Work/Degree	2,367,146	662,158	28.0%	40.4%	276	860,094	36.3%	36.2%	248
Occupation/Job Titles									
Professional/Managerial	4,779,800	865,857	18.1%	52.8%	179	1,132,849	23.7%	47.7%	162
Top/Middle Management	2,281,603	400,328	17.5%	24.4%	173	529,055	23.2%	22.3%	158
Household Income									
HHI \$75,000+	7,759,186	1,141,104	14.7%	69.6%	145	1,625,198	20.9%	68.5%	143
HHI \$100,000+	5,486,612	909,970	16.6%	55.5%	164	1,300,913	23.7%	54.8%	162
HHI \$150,000+	2,821,598	605,994	21.5%	37.0%	212	848,417	30.1%	35.7%	205
HHI \$250,000+	987,165	308,887	31.3%	18.8%	309	389,555	39.5%	16.4%	269
Median HHI	\$71,805	\$114,903			160	\$112,587			157
Individual Employment Income									
IEI \$75,000+	2,877,525	576,159	20.0%	35.2%	198	783,118	27.2%	33.0%	186
IEI \$100,000+	1,597,704	401,094	25.1%	24.5%	248	525,122	32.9%	22.1%	224
IEI \$150,000+	744,774	232,686	31.2%	14.2%	309	297,148	39.9%	12.5%	272
Median IEI	\$46,732	\$71,223			152	\$68,511			147
Home Ownership/Value									
Own Principal Home	9,460,471	1,112,873	11.8%	67.9%	116	1,679,161	17.7%	70.7%	121
Home Value \$300,000+	7,493,536	969,093	12.9%	59.1%	128	1,423,335	19.0%	60.0%	129
Home Value \$500,000+	3,732,027	716,978	19.2%	43.8%	190	960,836	25.7%	40.5%	175
Home Value \$1,000,000+	668,250	237,758	35.6%	14.5%	351	299,662	44.8%	12.6%	306
Median Home Value	\$446,949	\$628,910			141	\$570,334			128
Own 2+ Properties	2,113,375	330,093	15.6%	20.1%	154	493,325	23.3%	20.8%	159