

demographic profile

DMA	Base	Daily Readers	Sunday Readers	S-R Media Intergrated Audience Website	S-R Media Intergrated Audience Website Past 30 days
DMA	867,782	208,810	259,044	377,336	390,902
GENDER					
Men	428,438	108,352	116,448	169,792	176,108
Women	439,344	100,458	142,596	207,544	214,794
AGE					
Age 18 - 34	265,590	48,846	52,160	105,946	112,924
Age 35 - 54	282,168	55,712	80,382	109,610	114,764
Age 55 +	320,024	104,252	126,502	161,780	163,214
HOUSEHOLD INCOME					
Less than \$24,999	178,638	21,824	41,290	65,562	65,916
\$25,000 - \$34,999	117,140	33,246	36,558	64,614	68,174
\$35,000 - \$49,999	192,300	52,518	62,772	85,982	88,584
\$50,000 - \$74,999	146,164	30,642	41,286	54,614	56,880
\$75,000 +	233,540	70,580	77,138	106,564	111,348
HOME OWNERSHIP					
Own Home	605,628	152,708	184,432	247,462	258,136
Rent Home	237,568	43,356	64,756	111,472	114,364
EDUCATION					
High School Graduate or Less	349,542	63,338	85,862	117,560	123,284
Some College	322,116	86,910	102,770	158,742	164,046
College Graduate	121,408	33,184	40,196	62,170	64,108
College Graduate +	74,716	25,378	30,216	38,864	39,464
EMPLOYMENT					
Employed full-time (35 hours or more)	338,932	88,416	104,254	151,994	162,718
Employed part-time (less than 35 hours)	163,082	37,936	42,620	72,214	73,814
Not Employed (retired, home maker ...)	365,768	82,458	112,170	153,128	154,370
OCCUPATION SUMMARY					
Management/Business/Financial Operations	90,926	22,326	28,050	43,882	44,200
Professional and Related Occupations	128,236	38,500	42,890	58,910	61,754
Service	75,122	14,758	23,554	38,810	38,950
Sales and Office	121,574	41,214	37,818	61,552	65,480
RACE					
White	815,394	199,344	240,888	348,552	361,258
Other	52,388	9,466	18,156	28,784	29,644
MARITAL STATUS					
Married	513,898	128,128	156,768	221,160	232,140
Never married (single)	199,824	45,276	55,552	92,786	94,406
Widowed, Separated, Divorced	154,060	35,406	46,724	63,390	64,356
CHILDREN IN HOUSEHOLD					
None	558,152	161,548	192,750	275,678	281,170
One or more	309,630	47,262	66,294	101,658	109,732

Source: Scarborough R1 2012 (Sept. 2011-Feb 2012) Base : DMA (INA = Cume Daily or Average issue Sunday or past 7 days SR.com)

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