

New York Times: ADULT DEMOGRAPHIC PROFILE

Source: MRI Spring 2009

	Total Adults	New York Times Weekday				New York Times Sunday			
	Aud. (000)	Aud. (000)	% Cov.	% Comp.	Index	Aud(000)	% Cov.	% Comp.	Index
Total Adults	224,899	2,922	1.3	100.0	100	4,048	1.8	100.0	100
Men	108,664	1,494	1.4	51.1	106	2,026	1.9	50.0	104
Women	116,235	1,427	1.2	48.8	94	2,022	1.7	50.0	97
Age									
Age 18 to 34	68,760	770	1.1	26.4	86	999	1.5	24.7	81
Age 25 to 54	126,809	1,576	1.2	53.9	96	2,217	1.7	54.8	97
Age 35 to 54	86,599	1,120	1.3	38.3	100	1,632	1.9	40.3	105
Age 50 +	90,667	1,337	1.5	45.8	113	1,976	2.2	48.8	121
Median Age	45	48				49			
Average Age	46	48				48			
Education									
Any College	121,641	2,514	2.1	86.0	159	3,577	2.9	88.4	163
College-B.A./Post Grad Degree	59,704	1,935	3.2	66.2	249	2,796	4.7	69.1	260
Post-Graduate Degree	19,814	1,056	5.3	36.1	410	1,469	7.4	36.3	412
Job Title/Occupation									
Employed Full-time	116,179	1,779	1.5	60.9	118	2,297	2.0	56.7	110
Top Management PM IEI\$35K+/C-Suite*	9,990	408	4.1	14.0	314	617	6.2	15.2	343
Professional/Managerial	52,326	1,370	2.6	46.9	202	1,873	3.6	46.3	199
Business Decision-Maker	45,398	985	2.2	33.7	167	1,350	3.0	33.3	165
Household Income									
Household Income \$75,000+	85,637	2,113	2.5	72.3	190	2,844	3.3	70.3	185
Household Income \$100,000+	55,227	1,730	3.1	59.2	241	2,308	4.2	57.0	232
Household Income \$150,000+	22,992	1,034	4.5	35.4	346	1,387	6.0	34.3	335
Household Income \$200,000+	10,165	544	5.4	18.6	412	778	7.7	19.2	425
Median HHI	\$58,898	\$119,317				\$115,422			
Average HHI	\$74,656	\$129,856				\$127,703			
Home Ownership/Value									
Own home	156,527	2,102	1.3	71.9	103	2,856	1.8	70.6	101
Home Value \$200,000+	81,623	1,781	2.2	61.0	168	2,518	3.1	62.2	171
Home Value \$300,000 +	46,894	1,443	3.1	49.4	237	2,097	4.5	51.8	248
Home Value \$500,000 +	18,347	882	4.8	30.2	370	1,352	7.4	33.4	409
Home Value \$750,000 +	7,501	491	6.5	16.8	504	765	10.2	18.9	567
Median Home Value \$	\$208,990	\$433,519				\$480,024			
Average Home Value \$	\$263,184	\$470,807				\$499,192			
Geography									
New York Media Market	15,775	1,156	7.3	39.6	564	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+