

NYTimes.com Demographic Profile

Source: Nielsen NetRatings August 2009

NYTimes.com				
	Unique Audience [000]	Coverage (%)	Unique Audience Composition (%)	Composition Index by Unique Audience
Adults	17,183	8.7	100.0	100
Men	8,777	9.5	51.1	109
Women	8,405	8.1	48.9	92
AGE				
18 - 49	9,820	9.6	57.2	110
25 - 54	10,795	10.4	62.8	119
35+	12,895	10.9	75.1	125
Median	47 yrs.	---	---	114
HOUSEHOLD INCOME				
\$75,000+	8,352	10.9	48.6	124
\$100,000+	5,276	12.7	30.7	146
Median	\$75,265	---	---	113
EDUCATION				
Any College+	14,493	12.6	84.3	144
Grad College+	9,343	18.4	54.4	211
Post Graduate Degree	3,876	21.0	22.6	241
OCCUPATION				
Professional/Managerial	4,767	15.2	27.7	174
Education	1,126	12.6	6.6	145
Executive/Managerial	2,133	15.7	12.4	180
Professional	2,634	14.8	15.3	170
Technical	1,143	15.1	6.7	173
Self-Employed	860	13.6	5.0	156