

Demographic Profile: NYTimes.com

Source: Nielsen @Plan Fall 2007

	Online Universe		New York Times on the Web			
	Reach	Comp%	Reach	% Covg.	% Comp.	Index
ADULTS	143,488,000	100.0	14,187,000	9.9	100	100
Female	81,974,000	57.1	6,697,000	8.2	47.2	83
Male	61,514,000	42.9	7,491,000	12.2	52.8	123
AGE						
25-54	90,700,000	63.2	8,103,000	8.9	57.1	90
35+	114,529,000	79.8	12,085,000	10.6	85.2	107
Mean	45.8	---	48.2	---	---	105
Median	46.4	---	49.1	---	---	106
EDUCATION						
Any College	111,746,000	77.9	13,159,000	11.8	92.7	119
College Grad/Post Grad	73,365,000	51.1	10,594,000	14.4	74.7	146
Post Grad	32,638,000	22.7	6,569,000	20.1	46.3	204
OCCUPATION / JOB LEVEL						
Employed Full Time	82,058,000	57.2	8,284,000	10.1	58.4	102
Professional/Managerial	46,663,000	32.5	6,461,000	13.8	45.5	140
Sr. Management - Any	10,060,000	7.0	1,334,000	13.3	9.4	134
C-Level Exec/Owner - Any	6,978,000	4.9	857,000	12.3	6	124
HOUSEHOLD INCOME						
HHI: \$75,000+	61,952,000	43.2	7,685,000	12.4	54.2	125
HHI: \$100,000+	35,949,000	25.1	4,990,000	13.9	35.2	140
HHI: \$150,000+	13,667,000	9.5	2,149,000	15.7	15.2	159
Mean	\$77,715	---	\$90,038	---	---	116
Median	\$67,545	---	\$80,481	---	---	119
TYPE OF RESIDENCE						
Own a Residence	113,777,000	79.3	10,980,000	9.7	77.4	98
Own Apartment/Condo/Multi-family home	6,265,000	4.4	1,113,000	17.8	7.8	180
Rent a Residence	16,725,000	11.7	2,025,000	12.1	14.3	122
MARITAL STATUS						
Married	98,885,000	68.9	9,226,000	9.3	65.0	94
Not Married	42,867,000	29.9	4,846,000	11.3	34.2	114
CURRENT MARKET VALUE OF PORTFOLIO						
Portfolio: \$250,000+	20,551,000	14.3	3,118,000	15.2	22.0	153
Portfolio: \$500,000+	10,531,000	7.3	1,737,000	16.5	12.2	167
Portfolio: \$1,000,000+	4,259,000	3.0	775,000	18.2	5.5	184
TOP DMAs						
Top 5	25,127,000	17.5	3,826,000	15.2	27.0	154
Top 10	39,826,000	27.6	5,394,000	13.5	38.0	138
Top 25	69,225,000	48.2	7,918,000	11.4	56.0	116