

# Newspaper Section Readership

# 2007

## Introduction...

Daily newspapers provide readers with a rich editorial environment and various sections tailored to their individual interests. This section readership report is designed to address a range of strategic marketing questions that are often asked about targeting daily newspaper readers. The data herein provide answers to such questions as:

- **What is the most-read section of the daily newspaper?**
- **Where is the best place in the daily newspaper to target readers by occupation?**
- **How do men and women differ in readership of daily newspaper sections?**
- **How do married and single readers differ in readership of daily newspaper sections?**
- **Which readers are more likely to look at the business, classified or circulars/advertising/inserts sections in their daily newspaper?**

This report contains 32 tables that display section readership of daily newspaper readers across a wide range of demographic groups.

- **Tables 1 through 12 -- cover section readership for total Adults.**
- **Tables 13 through 22 -- cover section readership for Men.**
- **Tables 23 through 32 -- cover section readership for Women.**

# Newspaper Section Readership

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|                               | <u>Table Number for:</u> |     |       |
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|                               | Adults                   | Men | Women |
| Total Adults/Gender           | 1                        | 1   | 1     |
| Age                           | 2                        | 13  | 23    |
| Education                     | 3                        | 14  | 24    |
| Household Income              | 4                        | 15  | 25    |
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| Number of People in Household | 10                       | --- | ---   |
| Locality                      | 11                       | 21  | 31    |
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# Newspaper Section Readership

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## Highlights

- **Total Adults** – *main news/front page* is the most widely read section among adult daily newspaper readers at 88%.
- **Gender** – after main news/front page, men and women read the *local News section* most (81 & 86% respectively).
- **Age** – daily newspaper readers 45-54 are more than twice as likely as those 18-24 to read *circulars/inserts/fliers* (45% vs.17 %).
- **Education** – daily newspaper readers with high school diplomas are more likely to read the *classified section* than those with bachelor's degrees (43% vs. 30%)
- **Household Income** – daily newspaper readers with household incomes under \$30,000 are more likely to read sections with *any advertising* (64%), than daily readers with household incomes \$75,000+ (56%).
- **Occupation** – daily newspaper readers in professional occupations are more likely to read the *travel* section (35%) than daily readers in production occupations (20%). Daily newspaper readers in production occupations read the *sports* section more (63%), than those in professional occupations (54%).
- **Employment Status** – Employed daily newspaper readers are more likely to read the *sports* section than unemployed readers (56% vs. 50%). Unemployed readers are more likely to read the *food/cooking* section than employed readers (44% vs. 33%).
- **Marital Status** – Daily newspaper readers who are married are more likely than those who are single to read the *business* section (47% vs. 30%). Single daily newspaper readers are more likely than married readers to read *movie listings and reviews* (35% vs. 31%).
- **Geography** – Daily newspaper readers in the north central Census regions are more likely to read *any advertising* than readers in the northeast, south and west Census regions.

# Newspaper Section Readership

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## Methodology

Daily newspaper section readership was drawn from Mediamark Research Inc.'s (MRI) Fall 2006 Study.

Section readership is obtained through personal interviews drawn from a sample of 25,294 adults aged 18 or older. These personal interviews are based on fieldwork from Wave 54 (September 1, 2005 to May 8, 2006) and Wave 55 (March 1, 2006 to November 1, 2006).

Respondents were asked the following question:

*"Which of these sections do you read or look at when you read your weekday newspaper?"*

The figures in NAA's Section Readership report are based on a universe of daily newspaper readers. It contains 32 tables that display section readership of daily readers across a wide range of demographic segments.

- Tables 1 through 12 cover section readership for a base of adult daily newspaper readers.
- Tables 13 through 22 cover section readership for a base of men daily newspaper readers.
- Tables 23 through 32 cover section readership for a base of women daily newspaper readers.

The section readership figures shown on each page reflect the percentage of the demographic segment (within the universe on that page) who read the daily newspaper sections listed. The average weekday audience figures at the bottom of each page reflect the projected number of daily newspaper readers for the demographic segment shown at the top of the column.

The newspaper presents readers with a rich editorial environment and sections tailored to their individual interests. So, the information in these tables provides a dimension of newspaper readership - exposure opportunities - that is critically important to advertisers. This data can show newspaper advertisers where their messages will have the highest likelihood of being read and acted upon by their target audience.

Table 1

## Section Readership by Gender

| Daily Newspaper Sections Read     | Adults | Men    | Women  |
|-----------------------------------|--------|--------|--------|
|                                   | %      | %      | %      |
| Main News/Front Page              | 88     | 87     | 89     |
| International/ National News      | 56     | 58     | 54     |
| Local News                        | 83     | 81     | 86     |
| Business/Finance                  | 42     | 49     | 35     |
| Comics                            | 38     | 37     | 39     |
| Editorial Page                    | 42     | 39     | 44     |
| Entertainment/ Lifestyle          | 44     | 33     | 54     |
| Fashion                           | 20     | 9      | 32     |
| Food/Cooking                      | 37     | 21     | 53     |
| Home Design/Furnishings/Gardening | 27     | 18     | 37     |
| Movie Listings and Reviews        | 32     | 27     | 38     |
| Science & Technology              | 25     | 29     | 21     |
| Sports                            | 54     | 74     | 33     |
| Travel                            | 28     | 26     | 30     |
| TV Listings                       | 30     | 27     | 33     |
| Advertisements                    | 37     | 30     | 44     |
| Circulars/Inserts/ Fliers         | 38     | 27     | 49     |
| Classified Advertising            | 38     | 36     | 40     |
| Any Advertising                   | 62     | 53     | 71     |
| Average Weekday Audience (000)    | 97,251 | 48,971 | 48,280 |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 2

## Section Readership by Age

| Daily Newspaper Sections Read     | 18-24 | 25-34  | 35-44  | 45-54  | 55-64  | 65+    |
|-----------------------------------|-------|--------|--------|--------|--------|--------|
|                                   | %     | %      | %      | %      | %      | %      |
| Main News/Front Page              | 71    | 82     | 85     | 92     | 93     | 92     |
| International/ National News      | 32    | 43     | 53     | 60     | 65     | 63     |
| Local News                        | 67    | 76     | 82     | 87     | 86     | 90     |
| Business/Finance                  | 16    | 32     | 41     | 47     | 50     | 47     |
| Comics                            | 41    | 30     | 30     | 34     | 41     | 50     |
| Editorial Page                    | 15    | 21     | 32     | 45     | 53     | 60     |
| Entertainment/ Lifestyle          | 37    | 36     | 43     | 49     | 49     | 42     |
| Fashion                           | 17    | 14     | 16     | 21     | 23     | 25     |
| Food/Cooking                      | 17    | 25     | 33     | 42     | 44     | 46     |
| Home Design/Furnishings/Gardening | 10    | 19     | 25     | 32     | 34     | 31     |
| Movie Listings and Reviews        | 32    | 31     | 31     | 35     | 35     | 30     |
| Science & Technology              | 14    | 18     | 24     | 28     | 31     | 28     |
| Sports                            | 54    | 53     | 56     | 53     | 55     | 52     |
| Travel                            | 13    | 19     | 24     | 32     | 36     | 34     |
| TV Listings                       | 20    | 18     | 23     | 28     | 37     | 43     |
| Advertisements                    | 24    | 31     | 32     | 41     | 42     | 41     |
| Circulars/Inserts/ Fliers         | 17    | 29     | 34     | 45     | 45     | 42     |
| Classified Advertising            | 40    | 44     | 41     | 41     | 37     | 29     |
| Any Advertising                   | 51    | 62     | 60     | 66     | 65     | 60     |
| Average Weekday Audience (000)    | 7,927 | 13,515 | 17,241 | 21,034 | 15,708 | 21,827 |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 3

## Section Readership by Education

| Daily Newspaper Sections Read     | Master's Degree | Bachelor's Degree | Some College | High School Graduate |
|-----------------------------------|-----------------|-------------------|--------------|----------------------|
|                                   | %               | %                 | %            | %                    |
| Main News/Front Page              | 95              | 93                | 88           | 83                   |
| International/ National News      | 78              | 69                | 55           | 45                   |
| Local News                        | 87              | 85                | 83           | 83                   |
| Business/Finance                  | 63              | 58                | 40           | 31                   |
| Comics                            | 37              | 36                | 40           | 41                   |
| Editorial Page                    | 60              | 48                | 41           | 36                   |
| Entertainment/ Lifestyle          | 57              | 49                | 45           | 40                   |
| Fashion                           | 26              | 20                | 20           | 19                   |
| Food/Cooking                      | 45              | 36                | 37           | 37                   |
| Home Design/Furnishings/Gardening | 36              | 31                | 27           | 24                   |
| Movie Listings and Reviews        | 41              | 37                | 34           | 29                   |
| Science & Technology              | 44              | 33                | 25           | 17                   |
| Sports                            | 54              | 58                | 53           | 55                   |
| Travel                            | 43              | 35                | 26           | 24                   |
| TV Listings                       | 32              | 27                | 28           | 33                   |
| Advertisements                    | 35              | 33                | 36           | 41                   |
| Circulars/Inserts/ Fliers         | 39              | 37                | 38           | 41                   |
| Classified Advertising            | 25              | 30                | 43           | 43                   |
| Any Advertising                   | 56              | 56                | 64           | 67                   |
| Average Weekday Audience (000)    | 7,910           | 19,786            | 18,570       | 29,227               |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 4

## Section Readership by Household Income

| Daily Newspaper Sections Read     | HHI<br>\$75K+ | HHI<br>\$50K+ | HHI<br>\$40K+ | HHI<br>\$30K+ | HHI<br>Under \$30K |
|-----------------------------------|---------------|---------------|---------------|---------------|--------------------|
|                                   | %             | %             | %             | %             | %                  |
| Main News/Front Page              | 91            | 90            | 90            | 89            | 83                 |
| International/ National News      | 62            | 61            | 60            | 59            | 45                 |
| Local News                        | 85            | 85            | 84            | 84            | 81                 |
| Business/Finance                  | 54            | 49            | 48            | 46            | 28                 |
| Comics                            | 31            | 34            | 35            | 36            | 44                 |
| Editorial Page                    | 44            | 43            | 43            | 42            | 38                 |
| Entertainment/ Lifestyle          | 48            | 47            | 47            | 46            | 37                 |
| Fashion                           | 20            | 20            | 20            | 20            | 20                 |
| Food/Cooking                      | 37            | 37            | 37            | 37            | 38                 |
| Home Design/Furnishings/Gardening | 30            | 30            | 29            | 29            | 22                 |
| Movie Listings and Reviews        | 36            | 35            | 34            | 34            | 27                 |
| Science & Technology              | 30            | 29            | 28            | 27            | 17                 |
| Sports                            | 57            | 57            | 56            | 56            | 47                 |
| Travel                            | 33            | 32            | 31            | 30            | 21                 |
| TV Listings                       | 26            | 27            | 28            | 29            | 34                 |
| Advertisements                    | 33            | 35            | 35            | 36            | 39                 |
| Circulars/Inserts/ Fliers         | 36            | 38            | 38            | 38            | 37                 |
| Classified Advertising            | 32            | 35            | 36            | 37            | 41                 |
| Any Advertising                   | 56            | 60            | 60            | 61            | 64                 |
| Average Weekday Audience (000)    | 37,231        | 56,558        | 65,690        | 75,632        | 21,619             |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 5

## Section Readership by Occupation

| Daily Newspaper Sections Read     | Management/Business<br>Financial Operations | Professional<br>Occupations | Sales & Office<br>Occupations | Production<br>Occupations |
|-----------------------------------|---|-----------------------------|-------------------------------|---------------------------|
|                                   | %   | %                           | %                             | %                         |
| Main News/Front Page              | 91  | 93                          | 86                            | 81                        |
| International/ National News      | 64  | 70                          | 51                            | 44                        |
| Local News                        | 84  | 86                          | 80                            | 78                        |
| Business/Finance                  | 62  | 49                          | 42                            | 31                        |
| Comics                            | 28  | 33                          | 36                            | 35                        |
| Editorial Page                    | 42  | 49                          | 34                            | 29                        |
| Entertainment/ Lifestyle          | 45  | 52                          | 45                            | 31                        |
| Fashion                           | 18  | 21                          | 20                            | 10*                       |
| Food/Cooking                      | 32  | 40                          | 37                            | 20                        |
| Home Design/Furnishings/Gardening | 29  | 31                          | 26                            | 20                        |
| Movie Listings and Reviews        | 32  | 37                          | 33                            | 30                        |
| Science & Technology              | 29  | 37                          | 20                            | 20                        |
| Sports                            | 57  | 54                          | 51                            | 63                        |
| Travel                            | 33  | 35                          | 26                            | 20                        |
| TV Listings                       | 23  | 25                          | 27                            | 21                        |
| Advertisements                    | 33  | 31                          | 37                            | 37                        |
| Circulars/Inserts/ Fliers         | 36  | 37                          | 39                            | 34                        |
| Classified Advertising            | 32  | 31                          | 40                            | 50                        |
| Any Advertising                   | 57  | 55                          | 65                            | 65                        |
| Average Weekday Audience (000)    | 10,892                                      | 14,438                      | 15,981                        | 3,843                     |

Base: Daily Newspaper Readers

\* Projections relatively unstable. Use with caution.

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 6

## Section Readership by Employment Status

| Daily Newspaper Sections Read     | Employed | Not Employed | Retired |
|-----------------------------------|----------|--------------|---------|
|                                   | %        | %            | %       |
| Main News/Front Page              | 87       | 89           | 92      |
| International/ National News      | 55       | 57           | 63      |
| Local News                        | 82       | 87           | 90      |
| Business/Finance                  | 43       | 40           | 49      |
| Comics                            | 34       | 45           | 50      |
| Editorial Page                    | 37       | 50           | 59      |
| Entertainment/ Lifestyle          | 43       | 45           | 44      |
| Fashion                           | 18       | 24           | 25      |
| Food/Cooking                      | 33       | 44           | 46      |
| Home Design/Furnishings/Gardening | 26       | 30           | 32      |
| Movie Listings and Reviews        | 32       | 33           | 31      |
| Science & Technology              | 25       | 25           | 29      |
| Sports                            | 56       | 50           | 54      |
| Travel                            | 27       | 30           | 35      |
| TV Listings                       | 25       | 39           | 44      |
| Advertisements                    | 34       | 42           | 43      |
| Circulars/Inserts/ Fliers         | 35       | 43           | 44      |
| Classified Advertising            | 39       | 37           | 31      |
| Any Advertising                   | 60       | 65           | 63      |
| Average Weekday Audience (000)    | 62,312   | 34,939       | 21,853  |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 7

## Section Readership by Wage Earner Status

| Daily Newspaper Sections Read     | Primary<br>Wage Earner<br>% | Secondary<br>Wage Earner<br>% | Sole<br>Wage Earner<br>% |
|-----------------------------------|-----------------------------|-------------------------------|--------------------------|
| Main News/Front Page              | 87                          | 86                            | 87                       |
| International/ National News      | 57                          | 51                            | 57                       |
| Local News                        | 82                          | 81                            | 82                       |
| Business/Finance                  | 47                          | 37                            | 47                       |
| Comics                            | 34                          | 33                            | 36                       |
| Editorial Page                    | 35                          | 36                            | 40                       |
| Entertainment/ Lifestyle          | 38                          | 47                            | 44                       |
| Fashion                           | 14                          | 20                            | 20                       |
| Food/Cooking                      | 29                          | 37                            | 33                       |
| Home Design/Furnishings/Gardening | 23                          | 28                            | 25                       |
| Movie Listings and Reviews        | 31                          | 34                            | 32                       |
| Science & Technology              | 26                          | 22                            | 28                       |
| Sports                            | 62                          | 50                            | 56                       |
| Travel                            | 27                          | 27                            | 29                       |
| TV Listings                       | 24                          | 22                            | 28                       |
| Advertisements                    | 32                          | 35                            | 36                       |
| Circulars/Inserts/ Fliers         | 31                          | 38                            | 35                       |
| Classified Advertising            | 39                          | 37                            | 40                       |
| Any Advertising                   | 57                          | 62                            | 62                       |
| Average Weekday Audience (000)    | 21,943                      | 22,432                        | 17,937                   |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 8

## Section Readership by Marital Status

| Daily Newspaper Sections Read     | Single | Married | Divorced/Separated/<br>Widowed |
|-----------------------------------|--------|---------|--------------------------------|
|                                   | %      | %       | %                              |
| Main News/Front Page              | 79     | 90      | 87                             |
| International/ National News      | 46     | 59      | 56                             |
| Local News                        | 75     | 85      | 87                             |
| Business/Finance                  | 30     | 47      | 38                             |
| Comics                            | 39     | 36      | 43                             |
| Editorial Page                    | 26     | 45      | 45                             |
| Entertainment/ Lifestyle          | 41     | 44      | 45                             |
| Fashion                           | 17     | 20      | 25                             |
| Food/Cooking                      | 26     | 38      | 46                             |
| Home Design/Furnishings/Gardening | 18     | 29      | 30                             |
| Movie Listings and Reviews        | 35     | 31      | 34                             |
| Science & Technology              | 22     | 26      | 24                             |
| Sports                            | 56     | 55      | 46                             |
| Travel                            | 21     | 30      | 29                             |
| TV Listings                       | 25     | 29      | 38                             |
| Advertisements                    | 29     | 38      | 41                             |
| Circulars/Inserts/ Fliers         | 26     | 40      | 42                             |
| Classified Advertising            | 39     | 37      | 40                             |
| Any Advertising                   | 55     | 62      | 66                             |
| Average Weekday Audience (000)    | 18,977 | 60,653  | 17,621                         |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 9

## Section Readership by Race

| Daily Newspaper Sections Read     | White  | Black  | Hispanic* |
|-----------------------------------|--------|--------|-----------|
|                                   | %      | %      | %         |
| Main News/Front Page              | 89     | 79     | 76        |
| International/ National News      | 58     | 42     | 50        |
| Local News                        | 85     | 78     | 72        |
| Business/Finance                  | 43     | 36     | 28        |
| Comics                            | 40     | 32     | 29        |
| Editorial Page                    | 45     | 27     | 20        |
| Entertainment/ Lifestyle          | 45     | 39     | 34        |
| Fashion                           | 20     | 23     | 16        |
| Food/Cooking                      | 39     | 33     | 25        |
| Home Design/Furnishings/Gardening | 29     | 21     | 17        |
| Movie Listings and Reviews        | 33     | 31     | 25        |
| Science & Technology              | 27     | 17     | 16        |
| Sports                            | 53     | 62     | 52        |
| Travel                            | 30     | 20     | 20        |
| TV Listings                       | 31     | 31     | 19        |
| Advertisements                    | 38     | 36     | 27        |
| Circulars/Inserts/ Fliers         | 40     | 31     | 20        |
| Classified Advertising            | 38     | 43     | 34        |
| Any Advertising                   | 62     | 64     | 50        |
| Average Weekday Audience (000)    | 79,846 | 10,101 | 7,752     |

Base: Daily Newspaper Readers

\*Defined as Hispanic origin or descent

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 10

## Section Readership by Household Size

| Daily Newspaper Sections Read     | Household<br>Size 1 | Household<br>Size 2 | Household<br>Size 3 | Household<br>Size 4 | Household<br>Size 5+ |
|-----------------------------------|---------------------|---------------------|---------------------|---------------------|----------------------|
|                                   | %                   | %                   | %                   | %                   | %                    |
| Main News/Front Page              | 89                  | 90                  | 88                  | 86                  | 82                   |
| International/ National News      | 60                  | 59                  | 52                  | 55                  | 45                   |
| Local News                        | 87                  | 85                  | 82                  | 84                  | 77                   |
| Business/Finance                  | 43                  | 46                  | 40                  | 42                  | 33                   |
| Comics                            | 43                  | 42                  | 37                  | 31                  | 31                   |
| Editorial Page                    | 50                  | 49                  | 36                  | 35                  | 26                   |
| Entertainment/ Lifestyle          | 47                  | 46                  | 42                  | 44                  | 32                   |
| Fashion                           | 25                  | 22                  | 18                  | 18                  | 16                   |
| Food/Cooking                      | 45                  | 40                  | 34                  | 31                  | 32                   |
| Home Design/Furnishings/Gardening | 31                  | 30                  | 25                  | 27                  | 19                   |
| Movie Listings and Reviews        | 34                  | 33                  | 32                  | 34                  | 27                   |
| Science & Technology              | 28                  | 27                  | 23                  | 25                  | 18                   |
| Sports                            | 49                  | 53                  | 56                  | 56                  | 54                   |
| Travel                            | 32                  | 32                  | 25                  | 28                  | 18                   |
| TV Listings                       | 39                  | 34                  | 24                  | 26                  | 22                   |
| Advertisements                    | 39                  | 39                  | 35                  | 35                  | 33                   |
| Circulars/Inserts/ Fliers         | 40                  | 40                  | 37                  | 35                  | 32                   |
| Classified Advertising            | 35                  | 35                  | 40                  | 40                  | 44                   |
| Any Advertising                   | 62                  | 62                  | 61                  | 60                  | 62                   |
| Average Weekday Audience (000)    | 13,570              | 36,997              | 18,125              | 16,518              | 12,041               |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 11

## Section Readership by Metro Locality

| Daily Newspaper Sections Read     | MSA          | MSA      | Non-MSA |
|-----------------------------------|--------------|----------|---------|
|                                   | Central City | Suburban |         |
|                                   | %            | %        | %       |
| Main News/Front Page              | 86           | 88       | 89      |
| International/ National News      | 57           | 57       | 47      |
| Local News                        | 81           | 84       | 86      |
| Business/Finance                  | 43           | 44       | 32      |
| Comics                            | 38           | 37       | 45      |
| Editorial Page                    | 40           | 42       | 45      |
| Entertainment/ Lifestyle          | 46           | 43       | 37      |
| Fashion                           | 21           | 21       | 15      |
| Food/Cooking                      | 38           | 38       | 33      |
| Home Design/Furnishings/Gardening | 27           | 28       | 24      |
| Movie Listings and Reviews        | 34           | 32       | 27      |
| Science & Technology              | 25           | 26       | 19      |
| Sports                            | 53           | 55       | 52      |
| Travel                            | 29           | 30       | 20      |
| TV Listings                       | 30           | 31       | 28      |
| Advertisements                    | 36           | 35       | 43      |
| Circulars/Inserts/ Fliers         | 35           | 38       | 43      |
| Classified Advertising            | 36           | 36       | 52      |
| Any Advertising                   | 60           | 60       | 73      |
| Average Weekday Audience (000)    | 37,251       | 47,552   | 12,447  |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 12

## Section Readership by Census Region

| Daily Newspaper Sections Read     | North East | South  | North Central | West   |
|-----------------------------------|------------|--------|---------------|--------|
|                                   | %          | %      | %             | %      |
| Main News/Front Page              | 89         | 86     | 88            | 88     |
| International/ National News      | 58         | 51     | 53            | 64     |
| Local News                        | 86         | 81     | 84            | 83     |
| Business/Finance                  | 40         | 41     | 41            | 48     |
| Comics                            | 38         | 37     | 41            | 37     |
| Editorial Page                    | 44         | 38     | 44            | 41     |
| Entertainment/ Lifestyle          | 48         | 42     | 42            | 43     |
| Fashion                           | 24         | 20     | 19            | 18     |
| Food/Cooking                      | 41         | 36     | 37            | 35     |
| Home Design/Furnishings/Gardening | 29         | 25     | 28            | 27     |
| Movie Listings and Reviews        | 36         | 30     | 33            | 33     |
| Science & Technology              | 28         | 23     | 24            | 26     |
| Sports                            | 57         | 51     | 57            | 50     |
| Travel                            | 31         | 26     | 26            | 32     |
| TV Listings                       | 33         | 29     | 32            | 26     |
| Advertisements                    | 37         | 35     | 40            | 35     |
| Circulars/Inserts/ Fliers         | 41         | 37     | 41            | 31     |
| Classified Advertising            | 37         | 39     | 40            | 34     |
| Any Advertising                   | 62         | 62     | 66            | 55     |
| Average Weekday Audience (000)    | 21,094     | 31,633 | 24,462        | 20,062 |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 13

## Section Readership Among Men by Age

| Daily Newspaper Sections Read     | 18-24 | 25-34 | 35-44 | 45-54  | 55-64 | 65+   |
|-----------------------------------|-------|-------|-------|--------|-------|-------|
|                                   | %     | %     | %     | %      | %     | %     |
| Main News/Front Page              | 68    | 80    | 84    | 91     | 93    | 92    |
| International/ National News      | 32    | 45    | 55    | 64     | 68    | 66    |
| Local News                        | 62    | 74    | 79    | 86     | 83    | 90    |
| Business/Finance                  | 19    | 40    | 48    | 56     | 58    | 56    |
| Comics                            | 38    | 34    | 28    | 35     | 39    | 49    |
| Editorial Page                    | 11    | 21    | 28    | 43     | 49    | 60    |
| Entertainment/ Lifestyle          | 23    | 29    | 33    | 39     | 35    | 33    |
| Fashion                           | 4*    | 7     | 8     | 11     | 10    | 10    |
| Food/Cooking                      | 8*    | 15    | 21    | 25     | 25    | 24    |
| Home Design/Furnishings/Gardening | 4*    | 13    | 17    | 22     | 21    | 21    |
| Movie Listings and Reviews        | 26    | 30    | 25    | 30     | 29    | 24    |
| Science & Technology              | 16    | 22    | 27    | 32     | 35    | 33    |
| Sports                            | 74    | 76    | 74    | 72     | 76    | 74    |
| Travel                            | 9*    | 18    | 21    | 31     | 34    | 31    |
| TV Listings                       | 16    | 17    | 20    | 26     | 33    | 39    |
| Advertisements                    | 15    | 27    | 25    | 33     | 35    | 36    |
| Circulars/Inserts/ Fliers         | 8*    | 20    | 24    | 32     | 33    | 32    |
| Classified Advertising            | 28    | 42    | 37    | 39     | 35    | 32    |
| Any Advertising                   | 36    | 56    | 51    | 57     | 57    | 53    |
| Average Weekday Audience (000)    | 4,223 | 7,216 | 9,177 | 10,450 | 7,906 | 9,999 |

Base: Daily Newspaper Readers

\* Projections relatively unstable. Use with caution.

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 14

## Section Readership Among Men by Education

| Daily Newspaper Sections Read     | Master's Degree | Bachelor's Degree | Some College | High School Graduate |
|-----------------------------------|-----------------|-------------------|--------------|----------------------|
|                                   | %               | %                 | %            | %                    |
| Main News/Front Page              | 94              | 93                | 86           | 81                   |
| International/ National News      | 80              | 70                | 58           | 46                   |
| Local News                        | 83              | 83                | 81           | 81                   |
| Business/Finance                  | 72              | 69                | 46           | 35                   |
| Comics                            | 40              | 34                | 39           | 41                   |
| Editorial Page                    | 59              | 46                | 38           | 32                   |
| Entertainment/ Lifestyle          | 45              | 38                | 35           | 28                   |
| Fashion                           | 12              | 8                 | 10           | 8                    |
| Food/Cooking                      | 28              | 22                | 22           | 19                   |
| Home Design/Furnishings/Gardening | 24              | 21                | 18           | 15                   |
| Movie Listings and Reviews        | 34              | 29                | 30           | 23                   |
| Science & Technology              | 50              | 38                | 30           | 19                   |
| Sports                            | 72              | 77                | 74           | 76                   |
| Travel                            | 40              | 33                | 25           | 20                   |
| TV Listings                       | 28              | 25                | 25           | 29                   |
| Advertisements                    | 29              | 28                | 29           | 33                   |
| Circulars/Inserts/ Fliers         | 27              | 28                | 28           | 28                   |
| Classified Advertising            | 23              | 26                | 40           | 43                   |
| Any Advertising                   | 46              | 47                | 55           | 59                   |
| Average Weekday Audience (000)    | 3,769           | 10,833            | 9,123        | 14,552               |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 15

## Section Readership Among Men by Household Income

| Daily Newspaper Sections Read     | HHI<br>\$75K+ | HHI<br>\$50K+ | HHI<br>\$40K+ | HHI<br>\$30K+ | HHI<br>Under \$30K |
|-----------------------------------|---------------|---------------|---------------|---------------|--------------------|
|                                   | %             | %             | %             | %             | %                  |
| Main News/Front Page              | 90            | 89            | 89            | 88            | 80                 |
| International/ National News      | 65            | 62            | 62            | 61            | 47                 |
| Local News                        | 83            | 83            | 82            | 82            | 77                 |
| Business/Finance                  | 64            | 57            | 55            | 54            | 29                 |
| Comics                            | 31            | 33            | 34            | 36            | 43                 |
| Editorial Page                    | 42            | 41            | 40            | 40            | 35                 |
| Entertainment/ Lifestyle          | 37            | 36            | 35            | 34            | 28                 |
| Fashion                           | 9             | 9             | 9             | 9             | 9                  |
| Food/Cooking                      | 22            | 21            | 21            | 21            | 21                 |
| Home Design/Furnishings/Gardening | 20            | 19            | 19            | 19            | 14                 |
| Movie Listings and Reviews        | 30            | 29            | 29            | 28            | 23                 |
| Science & Technology              | 35            | 33            | 32            | 31            | 19                 |
| Sports                            | 76            | 76            | 76            | 75            | 70                 |
| Travel                            | 31            | 29            | 28            | 28            | 18                 |
| TV Listings                       | 24            | 25            | 25            | 26            | 31                 |
| Advertisements                    | 27            | 29            | 29            | 30            | 32                 |
| Circulars/Inserts/ Fliers         | 26            | 27            | 27            | 27            | 23                 |
| Classified Advertising            | 31            | 34            | 34            | 35            | 40                 |
| Any Advertising                   | 48            | 51            | 52            | 52            | 56                 |
| Average Weekday Audience (000)    | 20,164        | 30,303        | 34,929        | 39,914        | 9,058              |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 16

## Section Readership Among Men by Occupation

| Daily Newspaper Sections Read     | Management/Business<br>Financial Operations | Professional<br>Occupations | Sales & Office<br>Occupations | Production<br>Occupations |
|-----------------------------------|---|-----------------------------|-------------------------------|---------------------------|
|                                   | %   | %                           | %                             | %                         |
| Main News/Front Page              | 92  | 94                          | 84                            | 81                        |
| International/ National News      | 68  | 75                          | 53                            | 47                        |
| Local News                        | 83  | 83                          | 76                            | 74                        |
| Business/Finance                  | 69  | 61                          | 54                            | 33                        |
| Comics                            | 29  | 33                          | 31                            | 35                        |
| Editorial Page                    | 44  | 47                          | 30                            | 27                        |
| Entertainment/ Lifestyle          | 37  | 39                          | 35                            | 26                        |
| Fashion                           | 10  | 8                           | 9                             | 6*                        |
| Food/Cooking                      | 20  | 23                          | 21                            | 16                        |
| Home Design/Furnishings/Gardening | 22  | 19                          | 14                            | 16                        |
| Movie Listings and Reviews        | 28  | 31                          | 30                            | 26                        |
| Science & Technology              | 35  | 45                          | 24                            | 21                        |
| Sports                            | 74  | 74                          | 77                            | 75                        |
| Travel                            | 32  | 32                          | 25                            | 19                        |
| TV Listings                       | 22  | 22                          | 24                            | 19                        |
| Advertisements                    | 30  | 22                          | 27                            | 33                        |
| Circulars/Inserts/ Fliers         | 28  | 24                          | 23                            | 30                        |
| Classified Advertising            | 32  | 25                          | 34                            | 49                        |
| Any Advertising                   | 53  | 42                          | 52                            | 61                        |
| Average Weekday Audience (000)    | 6,719                                       | 6,680                       | 6,626                         | 2,790                     |

Base: Daily Newspaper Readers

\* Projections relatively unstable. Use with caution.

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 17

Section Readership Among Men  
by Employment Status

| Daily Newspaper Sections Read     | Employed | Not Employed | Retired |
|-----------------------------------|----------|--------------|---------|
|                                   | %        | %            | %       |
| Main News/Front Page              | 86       | 89           | 92      |
| International/ National News      | 57       | 61           | 67      |
| Local News                        | 79       | 85           | 90      |
| Business/Finance                  | 51       | 46           | 55      |
| Comics                            | 33       | 47           | 50      |
| Editorial Page                    | 34       | 49           | 59      |
| Entertainment/ Lifestyle          | 33       | 33           | 35      |
| Fashion                           | 8        | 10           | 10      |
| Food/Cooking                      | 20       | 23           | 25      |
| Home Design/Furnishings/Gardening | 17       | 19           | 22      |
| Movie Listings and Reviews        | 27       | 27           | 27      |
| Science & Technology              | 29       | 30           | 34      |
| Sports                            | 75       | 74           | 76      |
| Travel                            | 25       | 28           | 33      |
| TV Listings                       | 22       | 37           | 41      |
| Advertisements                    | 28       | 35           | 38      |
| Circulars/Inserts/ Fliers         | 25       | 31           | 34      |
| Classified Advertising            | 36       | 36           | 33      |
| Any Advertising                   | 52       | 55           | 56      |
| Average Weekday Audience (000)    | 34,319   | 14,652       | 10,542  |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 18

Section Readership Among Men  
by Wage Earner Status

| Daily Newspaper Sections Read     | Primary<br>Wage Earner | Secondary<br>Wage Earner | Sole<br>Wage Earner |
|-----------------------------------|------------------------|--------------------------|---------------------|
|                                   | %                      | %                        | %                   |
| Main News/Front Page              | 87                     | 83                       | 86                  |
| International/ National News      | 57                     | 54                       | 59                  |
| Local News                        | 81                     | 76                       | 80                  |
| Business/Finance                  | 51                     | 45                       | 55                  |
| Comics                            | 33                     | 34                       | 34                  |
| Editorial Page                    | 33                     | 32                       | 37                  |
| Entertainment/ Lifestyle          | 31                     | 34                       | 36                  |
| Fashion                           | 9                      | 6                        | 10                  |
| Food/Cooking                      | 21                     | 18                       | 21                  |
| Home Design/Furnishings/Gardening | 18                     | 13                       | 18                  |
| Movie Listings and Reviews        | 28                     | 28                       | 27                  |
| Science & Technology              | 27                     | 27                       | 32                  |
| Sports                            | 75                     | 76                       | 73                  |
| Travel                            | 25                     | 21                       | 28                  |
| TV Listings                       | 23                     | 19                       | 25                  |
| Advertisements                    | 29                     | 24                       | 29                  |
| Circulars/Inserts/ Fliers         | 26                     | 23                       | 26                  |
| Classified Advertising            | 38                     | 30                       | 37                  |
| Any Advertising                   | 54                     | 47                       | 54                  |
| Average Weekday Audience (000)    | 15,546                 | 8,524                    | 10,250              |

Base: Daily Newspaper Readers

\* Projections relatively unstable. Use with caution.

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 19

Section Readership Among Men  
by Marital Status

| Daily Newspaper Sections Read     | Single | Married | Divorced/Separated/<br>Widowed |
|-----------------------------------|--------|---------|--------------------------------|
|                                   | %      | %       | %                              |
| Main News/Front Page              | 77     | 90      | 87                             |
| International/ National News      | 46     | 62      | 55                             |
| Local News                        | 72     | 84      | 84                             |
| Business/Finance                  | 32     | 56      | 43                             |
| Comics                            | 37     | 36      | 44                             |
| Editorial Page                    | 23     | 44      | 40                             |
| Entertainment/ Lifestyle          | 33     | 33      | 33                             |
| Fashion                           | 8      | 9       | 10                             |
| Food/Cooking                      | 17     | 22      | 25                             |
| Home Design/Furnishings/Gardening | 11     | 20      | 18                             |
| Movie Listings and Reviews        | 30     | 27      | 27                             |
| Science & Technology              | 24     | 31      | 27                             |
| Sports                            | 70     | 76      | 74                             |
| Travel                            | 18     | 29      | 25                             |
| TV Listings                       | 20     | 28      | 31                             |
| Advertisements                    | 22     | 32      | 34                             |
| Circulars/Inserts/ Fliers         | 17     | 29      | 29                             |
| Classified Advertising            | 31     | 36      | 42                             |
| Any Advertising                   | 45     | 54      | 59                             |
| Average Weekday Audience (000)    | 10,794 | 32,210  | 5,967                          |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 20

## Section Readership Among Men by Race

| Daily Newspaper Sections Read     | White  | Black | Hispanic* |
|-----------------------------------|--------|-------|-----------|
|                                   | %      | %     | %         |
| Main News/Front Page              | 88     | 78    | 76        |
| International/ National News      | 60     | 45    | 52        |
| Local News                        | 83     | 78    | 69        |
| Business/Finance                  | 51     | 36    | 33        |
| Comics                            | 40     | 29    | 26        |
| Editorial Page                    | 43     | 22    | 18        |
| Entertainment/ Lifestyle          | 34     | 30    | 27        |
| Fashion                           | 9      | 10    | 6*        |
| Food/Cooking                      | 22     | 21    | 15        |
| Home Design/Furnishings/Gardening | 19     | 14    | 12        |
| Movie Listings and Reviews        | 28     | 25    | 23        |
| Science & Technology              | 31     | 19    | 16        |
| Sports                            | 73     | 84    | 73        |
| Travel                            | 28     | 17    | 17        |
| TV Listings                       | 28     | 26    | 16        |
| Advertisements                    | 31     | 27    | 23        |
| Circulars/Inserts/ Fliers         | 29     | 20    | 12        |
| Classified Advertising            | 36     | 37    | 30        |
| Any Advertising                   | 54     | 52    | 43        |
| Average Weekday Audience (000)    | 39,397 | 5,147 | 4,376     |

Base: Daily Newspaper Readers

\*Defined as Hispanic origin or descent

\*\* Projections relatively unstable. Use with caution.

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 21

Section Readership Among Men  
by Metro Locality

| Daily Newspaper Sections Read     | MSA          | MSA      | Non-MSA |
|-----------------------------------|--------------|----------|---------|
|                                   | Central City | Suburban |         |
|                                   | %            | %        | %       |
| Main News/Front Page              | 85           | 88       | 87      |
| International/ National News      | 58           | 59       | 51      |
| Local News                        | 78           | 83       | 83      |
| Business/Finance                  | 48           | 52       | 40      |
| Comics                            | 36           | 35       | 50      |
| Editorial Page                    | 37           | 39       | 44      |
| Entertainment/ Lifestyle          | 36           | 32       | 27      |
| Fashion                           | 9            | 9        | 9*      |
| Food/Cooking                      | 22           | 21       | 20      |
| Home Design/Furnishings/Gardening | 18           | 18       | 15      |
| Movie Listings and Reviews        | 29           | 27       | 24      |
| Science & Technology              | 29           | 31       | 23      |
| Sports                            | 74           | 75       | 70      |
| Travel                            | 26           | 27       | 22      |
| TV Listings                       | 26           | 27       | 28      |
| Advertisements                    | 28           | 29       | 39      |
| Circulars/Inserts/ Fliers         | 24           | 27       | 32      |
| Classified Advertising            | 34           | 33       | 52      |
| Any Advertising                   | 51           | 51       | 67      |
| Average Weekday Audience (000)    | 18,580       | 24,495   | 5,897   |

Base: Daily Newspaper Readers

\* Projections relatively unstable. Use with caution.

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 22

Section Readership Among Men  
by Census Region

| Daily Newspaper Sections Read     | North East | South  | North Central | West   |
|-----------------------------------|------------|--------|---------------|--------|
|                                   | %          | %      | %             | %      |
| Main News/Front Page              | 88         | 85     | 86            | 88     |
| International/ National News      | 58         | 55     | 54            | 67     |
| Local News                        | 85         | 78     | 81            | 82     |
| Business/Finance                  | 47         | 48     | 46            | 57     |
| Comics                            | 37         | 36     | 40            | 37     |
| Editorial Page                    | 41         | 36     | 40            | 39     |
| Entertainment/ Lifestyle          | 34         | 33     | 33            | 33     |
| Fashion                           | 11         | 8      | 9             | 8      |
| Food/Cooking                      | 24         | 20     | 21            | 20     |
| Home Design/Furnishings/Gardening | 19         | 17     | 17            | 19     |
| Movie Listings and Reviews        | 28         | 25     | 29            | 27     |
| Science & Technology              | 31         | 27     | 28            | 31     |
| Sports                            | 76         | 73     | 78            | 70     |
| Travel                            | 29         | 23     | 25            | 30     |
| TV Listings                       | 29         | 27     | 28            | 22     |
| Advertisements                    | 31         | 29     | 32            | 29     |
| Circulars/Inserts/ Fliers         | 28         | 26     | 29            | 23     |
| Classified Advertising            | 35         | 37     | 38            | 33     |
| Any Advertising                   | 53         | 54     | 56            | 49     |
| Average Weekday Audience (000)    | 10,582     | 15,680 | 12,201        | 10,509 |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 23

## Section Readership Among Women by Age

| Daily Newspaper Sections Read     | 18-24 | 25-34 | 35-44 | 45-54  | 55-64 | 65+    |
|-----------------------------------|-------|-------|-------|--------|-------|--------|
|                                   | %     | %     | %     | %      | %     | %      |
| Main News/Front Page              | 74    | 84    | 86    | 92     | 92    | 92     |
| International/ National News      | 32    | 41    | 51    | 56     | 63    | 60     |
| Local News                        | 72    | 78    | 86    | 88     | 89    | 90     |
| Business/Finance                  | 14*   | 23    | 34    | 38     | 43    | 40     |
| Comics                            | 44    | 27    | 33    | 34     | 43    | 50     |
| Editorial Page                    | 18    | 22    | 36    | 47     | 57    | 59     |
| Entertainment/ Lifestyle          | 52    | 44    | 54    | 59     | 64    | 50     |
| Fashion                           | 33    | 22    | 26    | 32     | 37    | 37     |
| Food/Cooking                      | 26    | 36    | 47    | 59     | 63    | 64     |
| Home Design/Furnishings/Gardening | 18*   | 25    | 34    | 42     | 47    | 40     |
| Movie Listings and Reviews        | 38    | 32    | 38    | 40     | 42    | 34     |
| Science & Technology              | 12*   | 13    | 20    | 23     | 27    | 23     |
| Sports                            | 33    | 27    | 35    | 33     | 33    | 33     |
| Travel                            | 17*   | 20    | 27    | 33     | 38    | 36     |
| TV Listings                       | 25    | 19    | 26    | 30     | 41    | 47     |
| Advertisements                    | 35    | 35    | 40    | 49     | 49    | 45     |
| Circulars/Inserts/ Fliers         | 26    | 40    | 46    | 58     | 56    | 50     |
| Classified Advertising            | 54    | 47    | 45    | 42     | 39    | 27     |
| Any Advertising                   | 69    | 69    | 71    | 76     | 73    | 66     |
| Average Weekday Audience (000)    | 3,703 | 6,299 | 8,064 | 10,584 | 7,802 | 11,827 |

Base: Daily Newspaper Readers

\*Projections relatively unstable. Use with caution.

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 24

## Section Readership Among Women by Education

| Daily Newspaper Sections Read     | Master's Degree | Bachelor's Degree | Some College | High School Graduate |
|-----------------------------------|-----------------|-------------------|--------------|----------------------|
|                                   | %               | %                 | %            | %                    |
| Main News/Front Page              | 95              | 93                | 90           | 86                   |
| International/ National News      | 76              | 68                | 53           | 44                   |
| Local News                        | 91              | 88                | 85           | 86                   |
| Business/Finance                  | 55              | 45                | 35           | 28                   |
| Comics                            | 34              | 38                | 40           | 41                   |
| Editorial Page                    | 61              | 51                | 44           | 41                   |
| Entertainment/ Lifestyle          | 67              | 63                | 54           | 51                   |
| Fashion                           | 39              | 34                | 31           | 31                   |
| Food/Cooking                      | 59              | 53                | 52           | 55                   |
| Home Design/Furnishings/Gardening | 46              | 45                | 35           | 34                   |
| Movie Listings and Reviews        | 47              | 45                | 37           | 34                   |
| Science & Technology              | 39              | 25                | 21           | 15                   |
| Sports                            | 38              | 36                | 32           | 33                   |
| Travel                            | 47              | 37                | 28           | 27                   |
| TV Listings                       | 35              | 29                | 32           | 37                   |
| Advertisements                    | 41              | 39                | 43           | 50                   |
| Circulars/Inserts/ Fliers         | 50              | 49                | 48           | 54                   |
| Classified Advertising            | 28              | 34                | 47           | 43                   |
| Any Advertising                   | 65              | 67                | 73           | 76                   |
| Average Weekday Audience (000)    | 4,141           | 8,953             | 9,448        | 14,675               |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 25

Section Readership Among Women  
by Household Income

| Daily Newspaper Sections Read     | HHI<br>\$75K+ | HHI<br>\$50K+ | HHI<br>\$40K+ | HHI<br>\$30K+ | HHI<br>Under \$30K |
|-----------------------------------|---------------|---------------|---------------|---------------|--------------------|
|                                   | %             | %             | %             | %             | %                  |
| Main News/Front Page              | 92            | 91            | 90            | 90            | 85                 |
| International/ National News      | 60            | 59            | 58            | 57            | 44                 |
| Local News                        | 87            | 86            | 87            | 87            | 84                 |
| Business/Finance                  | 43            | 40            | 39            | 38            | 26                 |
| Comics                            | 31            | 35            | 36            | 37            | 45                 |
| Editorial Page                    | 46            | 46            | 46            | 46            | 40                 |
| Entertainment/ Lifestyle          | 61            | 60            | 59            | 58            | 43                 |
| Fashion                           | 34            | 33            | 33            | 33            | 28                 |
| Food/Cooking                      | 54            | 55            | 55            | 54            | 51                 |
| Home Design/Furnishings/Gardening | 42            | 42            | 41            | 40            | 29                 |
| Movie Listings and Reviews        | 42            | 41            | 41            | 40            | 30                 |
| Science & Technology              | 24            | 24            | 23            | 23            | 16                 |
| Sports                            | 34            | 34            | 34            | 33            | 30                 |
| Travel                            | 36            | 35            | 34            | 33            | 23                 |
| TV Listings                       | 28            | 31            | 32            | 33            | 35                 |
| Advertisements                    | 40            | 42            | 43            | 43            | 45                 |
| Circulars/Inserts/ Fliers         | 48            | 50            | 50            | 50            | 46                 |
| Classified Advertising            | 33            | 37            | 38            | 39            | 42                 |
| Any Advertising                   | 65            | 69            | 70            | 71            | 71                 |
| Average Weekday Audience (000)    | 17,066        | 26,255        | 30,761        | 35,718        | 12,562             |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 26

## Section Readership Among Women by Occupation

| Daily Newspaper Sections Read     | Management/Business<br>Financial Operations | Professional<br>Occupations | Sales & Office<br>Occupations |
|-----------------------------------|---|-----------------------------|-------------------------------|
|                                   | %   | %                           | %                             |
| Main News/Front Page              | 90  | 93                          | 87                            |
| International/ National News      | 58  | 65                          | 50                            |
| Local News                        | 85  | 90                          | 83                            |
| Business/Finance                  | 52  | 38                          | 34                            |
| Comics                            | 28  | 32                          | 39                            |
| Editorial Page                    | 40  | 51                          | 37                            |
| Entertainment/ Lifestyle          | 58  | 62                          | 53                            |
| Fashion                           | 32  | 32                          | 28                            |
| Food/Cooking                      | 51  | 54                          | 49                            |
| Home Design/Furnishings/Gardening | 41  | 41                          | 34                            |
| Movie Listings and Reviews        | 40  | 42                          | 36                            |
| Science & Technology              | 19  | 30                          | 17                            |
| Sports                            | 30  | 37                          | 33                            |
| Travel                            | 35  | 37                          | 27                            |
| TV Listings                       | 24  | 27                          | 29                            |
| Advertisements                    | 38  | 39                          | 44                            |
| Circulars/Inserts/ Fliers         | 48  | 48                          | 49                            |
| Classified Advertising            | 32  | 36                          | 44                            |
| Any Advertising                   | 64  | 66                          | 74                            |
| Average Weekday Audience (000)    | 4,173                                       | 7,758                       | 9,356                         |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 27

Section Readership Among Women  
by Employment Status

| Daily Newspaper Sections Read     | Employed | Not Employed | Retired |
|-----------------------------------|----------|--------------|---------|
|                                   | %        | %            | %       |
| Main News/Front Page              | 88       | 89           | 92      |
| International/ National News      | 52       | 55           | 60      |
| Local News                        | 84       | 88           | 91      |
| Business/Finance                  | 35       | 35           | 42      |
| Comics                            | 36       | 44           | 50      |
| Editorial Page                    | 40       | 50           | 59      |
| Entertainment/ Lifestyle          | 54       | 54           | 54      |
| Fashion                           | 29       | 35           | 38      |
| Food/Cooking                      | 49       | 60           | 65      |
| Home Design/Furnishings/Gardening | 36       | 38           | 40      |
| Movie Listings and Reviews        | 38       | 37           | 36      |
| Science & Technology              | 21       | 21           | 23      |
| Sports                            | 33       | 32           | 34      |
| Travel                            | 30       | 31           | 37      |
| TV Listings                       | 28       | 41           | 47      |
| Advertisements                    | 41       | 47           | 47      |
| Circulars/Inserts/ Fliers         | 47       | 52           | 52      |
| Classified Advertising            | 42       | 37           | 29      |
| Any Advertising                   | 70       | 72           | 69      |
| Average Weekday Audience (000)    | 27,993   | 20,287       | 11,311  |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 28

Section Readership Among Women  
by Wage Earner Status

| Daily Newspaper Sections Read     | Primary<br>Wage Earner | Secondary<br>Wage Earner | Sole<br>Wage Earner |
|-----------------------------------|------------------------|--------------------------|---------------------|
|                                   | %                      | %                        | %                   |
| Main News/Front Page              | 88                     | 88                       | 89                  |
| International/ National News      | 55                     | 50                       | 55                  |
| Local News                        | 84                     | 84                       | 85                  |
| Business/Finance                  | 36                     | 33                       | 37                  |
| Comics                            | 37                     | 32                       | 40                  |
| Editorial Page                    | 39                     | 39                       | 43                  |
| Entertainment/ Lifestyle          | 54                     | 55                       | 54                  |
| Fashion                           | 26                     | 30                       | 32                  |
| Food/Cooking                      | 48                     | 49                       | 49                  |
| Home Design/Furnishings/Gardening | 33                     | 38                       | 35                  |
| Movie Listings and Reviews        | 38                     | 38                       | 38                  |
| Science & Technology              | 22                     | 19                       | 24                  |
| Sports                            | 31                     | 33                       | 34                  |
| Travel                            | 31                     | 30                       | 30                  |
| TV Listings                       | 28                     | 25                       | 32                  |
| Advertisements                    | 38                     | 41                       | 45                  |
| Circulars/Inserts/ Fliers         | 43                     | 48                       | 47                  |
| Classified Advertising            | 42                     | 41                       | 44                  |
| Any Advertising                   | 65                     | 71                       | 72                  |
| Average Weekday Audience (000)    | 6,398                  | 13,908                   | 7,687               |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 29

Section Readership Among Women  
by Marital Status

| Daily Newspaper Sections Read     | Single | Married | Divorced/Separated/<br>Widowed |
|-----------------------------------|--------|---------|--------------------------------|
|                                   | %      | %       | %                              |
| Main News/Front Page              | 81     | 91      | 88                             |
| International/ National News      | 45     | 55      | 56                             |
| Local News                        | 79     | 87      | 88                             |
| Business/Finance                  | 26     | 37      | 36                             |
| Comics                            | 43     | 37      | 42                             |
| Editorial Page                    | 30     | 47      | 48                             |
| Entertainment/ Lifestyle          | 51     | 56      | 51                             |
| Fashion                           | 30     | 32      | 32                             |
| Food/Cooking                      | 38     | 56      | 57                             |
| Home Design/Furnishings/Gardening | 26     | 40      | 36                             |
| Movie Listings and Reviews        | 42     | 37      | 37                             |
| Science & Technology              | 19     | 21      | 22                             |
| Sports                            | 36     | 32      | 32                             |
| Travel                            | 25     | 32      | 31                             |
| TV Listings                       | 32     | 31      | 41                             |
| Advertisements                    | 38     | 45      | 44                             |
| Circulars/Inserts/ Fliers         | 37     | 52      | 48                             |
| Classified Advertising            | 50     | 38      | 39                             |
| Any Advertising                   | 69     | 71      | 70                             |
| Average Weekday Audience (000)    | 8,182  | 28,443  | 11,654                         |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 30

## Section Readership Among Women by Race

| Daily Newspaper Sections Read     | White  | Black | Hispanic* |
|-----------------------------------|--------|-------|-----------|
|                                   | %      | %     | %         |
| Main News/Front Page              | 91     | 80    | 76        |
| International/ National News      | 55     | 38    | 47        |
| Local News                        | 88     | 79    | 75        |
| Business/Finance                  | 35     | 36    | 22        |
| Comics                            | 40     | 34    | 32        |
| Editorial Page                    | 48     | 32    | 21        |
| Entertainment/ Lifestyle          | 56     | 49    | 44        |
| Fashion                           | 31     | 37    | 28        |
| Food/Cooking                      | 55     | 46    | 37        |
| Home Design/Furnishings/Gardening | 39     | 29    | 25        |
| Movie Listings and Reviews        | 38     | 37    | 28        |
| Science & Technology              | 22     | 14    | 17        |
| Sports                            | 33     | 38    | 25        |
| Travel                            | 32     | 24    | 24        |
| TV Listings                       | 34     | 36    | 23        |
| Advertisements                    | 44     | 45    | 32        |
| Circulars/Inserts/ Fliers         | 51     | 43    | 29        |
| Classified Advertising            | 39     | 50    | 39        |
| Any Advertising                   | 71     | 76    | 58        |
| Average Weekday Audience (000)    | 40,448 | 4,953 | 3,375     |

Base: Daily Newspaper Readers

\*Defined as Hispanic origin or descent

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 31

Section Readership Among Women  
by Metro Locality

| Daily Newspaper Sections Read     | MSA          | MSA      | Non-MSA |
|-----------------------------------|--------------|----------|---------|
|                                   | Central City | Suburban |         |
|                                   | %            | %        | %       |
| Main News/Front Page              | 87           | 89       | 91      |
| International/ National News      | 55           | 55       | 44      |
| Local News                        | 85           | 86       | 89      |
| Business/Finance                  | 38           | 36       | 24      |
| Comics                            | 39           | 38       | 41      |
| Editorial Page                    | 44           | 45       | 45      |
| Entertainment/ Lifestyle          | 56           | 55       | 46      |
| Fashion                           | 33           | 33       | 21      |
| Food/Cooking                      | 54           | 56       | 44      |
| Home Design/Furnishings/Gardening | 36           | 39       | 32      |
| Movie Listings and Reviews        | 40           | 38       | 28      |
| Science & Technology              | 22           | 22       | 15      |
| Sports                            | 32           | 33       | 35      |
| Travel                            | 33           | 33       | 18      |
| TV Listings                       | 34           | 34       | 29      |
| Advertisements                    | 45           | 42       | 47      |
| Circulars/Inserts/ Fliers         | 46           | 50       | 53      |
| Classified Advertising            | 39           | 38       | 51      |
| Any Advertising                   | 70           | 69       | 78      |
| Average Weekday Audience (000)    | 18,672       | 23,058   | 6,550   |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 32

Section Readership Among Women  
by Census Region

| Daily Newspaper Sections Read     | North East | South  | North Central | West  |
|-----------------------------------|------------|--------|---------------|-------|
|                                   | %          | %      | %             | %     |
| Main News/Front Page              | 91         | 87     | 90            | 88    |
| International/ National News      | 57         | 47     | 53            | 60    |
| Local News                        | 88         | 84     | 86            | 85    |
| Business/Finance                  | 34         | 33     | 35            | 38    |
| Comics                            | 39         | 39     | 41            | 37    |
| Editorial Page                    | 47         | 41     | 47            | 43    |
| Entertainment/ Lifestyle          | 61         | 52     | 52            | 53    |
| Fashion                           | 37         | 32     | 29            | 29    |
| Food/Cooking                      | 58         | 51     | 54            | 52    |
| Home Design/Furnishings/Gardening | 40         | 34     | 38            | 37    |
| Movie Listings and Reviews        | 43         | 34     | 37            | 38    |
| Science & Technology              | 25         | 19     | 20            | 21    |
| Sports                            | 37         | 30     | 36            | 27    |
| Travel                            | 33         | 28     | 28            | 35    |
| TV Listings                       | 37         | 31     | 36            | 29    |
| Advertisements                    | 42         | 42     | 48            | 42    |
| Circulars/Inserts/ Fliers         | 54         | 48     | 53            | 40    |
| Classified Advertising            | 40         | 41     | 43            | 36    |
| Any Advertising                   | 72         | 70     | 76            | 63    |
| Average Weekday Audience (000)    | 10,513     | 15,953 | 12,261        | 9,553 |

Base: Daily Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.