

# Newspaper Section Readership

# 2007

## Introduction...

Sunday 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 Sunday newspaper readers. The data herein provide answers to such questions as:

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

This report contains 32 tables that display section readership of Sunday 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

# 2007

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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 Sunday newspaper readers at 84%.
- **Gender** – after *main news/front page*, men read *local news* most (79%), while women mostly read some type of advertising (82%) in the Sunday newspaper.
- **Age** – Sunday newspaper readers 25-34 are more likely than those 18-24 to read *circulares/inserts/fliers* (47% vs. 27%).
- **Education** – Sunday newspaper readers with high school diplomas are more likely to read *advertisements* (51%) than those with bachelor's degrees (46%).
- **Household Income** – Sunday newspaper readers with household incomes under \$30,000 are more likely to read *classified advertising* (45%), than those with household incomes \$75,000+ (37%).
- **Occupation** – Sunday newspaper readers in production occupations are more likely to read the *sports* section (63%) than Sunday readers in professional occupations (53%). Sunday newspaper readers in professional occupations read the *entertainment/lifestyle* section (57%) more than those in production occupations (36%).
- **Employment Status** – Employed Sunday newspaper readers are more likely to read *classified advertising* than retired readers (44% vs. 31%). Retired Sunday readers are more likely to read the *editorial section* than employed readers (54% vs. 34%).
- **Marital Status** – Married Sunday newspaper readers are more likely than those who are single to read the *business/finance* section (43% vs. 28%). Single Sunday newspaper readers are more likely than married readers to read *movie listings and reviews* (37% vs. 34%).

# Newspaper Section Readership 2007

## Methodology

Sunday 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 Sunday or weekend newspaper?"*

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

- Tables 1 through 12 cover section readership for a base of adult Sunday newspaper readers.
- Tables 13 through 22 cover section readership for a base of men Sunday newspaper readers.
- Tables 23 through 32 cover section readership for a base of women Sunday 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 Sunday newspaper sections listed. The average Sunday audience figures at the bottom of each page reflect the projected number of Sunday 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

Sunday Newspaper Sections Read	Adults	Men	Women
	%	%	%
Main News/Front Page	84	83	86
International/National News	54	58	51
Local News	79	79	80
Business/Finance	39	46	32
Comics	40	41	40
Editorial Page	38	36	39
Entertainment/Lifestyle	46	35	56
Fashion	22	10	33
Food/Cooking	38	23	51
Home Design/Furnishings/Gardening	30	20	40
Movie Listings and Reviews	35	31	39
Science & Technology	25	30	20
Sports	50	72	30
Travel	33	31	35
TV Listings	32	29	35
Advertisements	46	38	54
Circulars/Inserts/Fliers	52	39	65
Classified Advertising	42	42	43
Any Advertising	74	65	82
Average Sunday Audience (000)	117,850	56,250	61,600

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 2

## Section Readership by Age

Sunday Newspaper Sections Read	18-24	25-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%
Main News/Front Page	64	79	83	88	90	91
International/National News	32	43	52	58	65	62
Local News	61	73	79	82	84	86
Business/Finance	18	27	38	44	49	44
Comics	43	35	36	37	41	50
Editorial Page	13	18	30	43	50	55
Entertainment/Lifestyle	34	41	46	52	52	44
Fashion	19	15	18	24	26	27
Food/Cooking	18	26	36	43	45	45
Home Design/Furnishings/Gardening	9	21	30	38	38	33
Movie Listings and Reviews	34	34	32	39	38	33
Science & Technology	12	18	22	29	31	27
Sports	51	50	51	49	49	50
Travel	12	21	31	40	43	39
TV Listings	20	21	25	32	39	48
Advertisements	32	45	46	51	50	44
Circulars/Inserts/Fliers	27	47	52	61	59	52
Classified Advertising	45	47	48	45	40	29
Any Advertising	63	76	77	79	76	66
Average Sunday Audience (000)	10,482	17,804	22,657	25,263	17,966	23,678

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 3

## Section Readership by Education

Sunday Newspaper Sections Read	Master's Degree	Bachelor's Degree	Some College	High School Graduate
	%	%	%	%
Main News/Front Page	95	91	84	80
International/National News	79	67	52	44
Local News	85	83	77	79
Business/Finance	63	53	37	28
Comics	40	40	43	41
Editorial Page	60	46	36	32
Entertainment/Lifestyle	61	55	45	40
Fashion	30	23	22	21
Food/Cooking	47	40	36	36
Home Design/Furnishings/Gardening	43	37	28	27
Movie Listings and Reviews	46	39	36	32
Science & Technology	45	32	23	18
Sports	55	54	50	49
Travel	55	43	30	26
TV Listings	37	31	30	34
Advertisements	46	45	45	51
Circulars/Inserts/Fliers	55	54	51	54
Classified Advertising	32	37	45	45
Any Advertising	70	72	76	77
Average Sunday Audience (000)	8,765	23,532	22,713	36,863

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 4

## Section Readership by Household Income

Sunday Newspaper Sections Read	HHI \$75K+	HHI \$50K+	HHI \$40K+	HHI \$30K+	HHI Under \$30K
	%	%	%	%	%
Main News/Front Page	88	87	87	86	79
International/National News	61	59	58	57	44
Local News	82	81	81	80	77
Business/Finance	50	45	44	42	26
Comics	35	37	38	39	45
Editorial Page	41	40	40	39	32
Entertainment/Lifestyle	52	50	49	48	38
Fashion	23	22	22	22	21
Food/Cooking	39	38	38	38	37
Home Design/Furnishings/Gardening	36	34	33	33	23
Movie Listings and Reviews	38	37	37	36	31
Science & Technology	30	28	27	27	17
Sports	54	53	52	52	43
Travel	41	38	37	36	23
TV Listings	28	29	30	31	37
Advertisements	45	46	46	46	45
Circulars/Inserts/Fliers	54	54	54	54	47
Classified Advertising	37	40	41	41	45
Any Advertising	72	73	74	74	72
Average Sunday Audience (000)	44,122	68,699	79,732	91,567	26,283

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 5

## Section Readership by Occupation

Sunday Newspaper Sections Read	Management/Business Financial Operations	Professional Occupations	Sales & Office Occupations	Production Occupations
	%	%	%	%
Main News/Front Page	89	92	84	73
International/National News	62	68	50	43
Local News	81	83	78	72
Business/Finance	57	46	36	32
Comics	32	39	38	41
Editorial Page	42	48	31	27
Entertainment/Lifestyle	50	57	49	36
Fashion	19	24	23	14
Food/Cooking	34	42	38	26
Home Design/Furnishings/Gardening	34	39	31	23
Movie Listings and Reviews	35	41	37	35
Science & Technology	28	36	19	25
Sports	54	53	46	63
Travel	41	44	29	24
TV Listings	27	29	28	26
Advertisements	45	45	48	48
Circulars/Inserts/Fliers	53	56	56	50
Classified Advertising	41	38	43	52
Any Advertising	74	73	76	79
Average Sunday Audience (000)	12,898	17,494	19,493	4,043

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 6

## Section Readership by Employment Status

Sunday Newspaper Sections Read	Employed	Not Employed	Retired
	%	%	%
Main News/Front Page	84	85	90
International/National News	53	55	63
Local News	79	81	87
Business/Finance	40	37	46
Comics	38	45	49
Editorial Page	34	44	54
Entertainment/Lifestyle	46	46	45
Fashion	20	26	26
Food/Cooking	35	43	44
Home Design/Furnishings/Gardening	30	32	34
Movie Listings and Reviews	35	35	34
Science & Technology	25	24	28
Sports	53	45	51
Travel	33	34	40
TV Listings	27	41	48
Advertisements	45	47	47
Circulars/Inserts/Fliers	51	55	55
Classified Advertising	44	38	31
Any Advertising	74	73	69
Average Sunday Audience (000)	76,059	41,791	23,985

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 7

## Section Readership by Wage Earner Status

Sunday Newspaper Sections Read	Primary	Secondary	Sole
	Wage Earner	Wage Earner	Wage Earner
	%	%	%
Main News/Front Page	85	83	85
International/National News	56	50	55
Local News	78	79	79
Business/Finance	43	35	43
Comics	37	38	39
Editorial Page	33	33	37
Entertainment/Lifestyle	41	50	46
Fashion	16	22	21
Food/Cooking	31	39	34
Home Design/Furnishings/Gardening	26	32	31
Movie Listings and Reviews	33	38	35
Science & Technology	25	23	28
Sports	60	47	52
Travel	32	33	34
TV Listings	26	26	31
Advertisements	44	47	46
Circulars/Inserts/Fliers	46	55	51
Classified Advertising	44	42	47
Any Advertising	71	75	75
Average Sunday Audience (000)	26,129	28,557	21,373

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 8

## Section Readership by Marital Status

Sunday Newspaper Sections Read	Single	Married	Divorced/Separated/ Widowed
	%	%	%
Main News/Front Page	73	88	85
International/National News	45	58	53
Local News	70	82	83
Business/Finance	28	43	37
Comics	41	39	44
Editorial Page	23	41	41
Entertainment/Lifestyle	40	47	47
Fashion	19	21	26
Food/Cooking	27	39	45
Home Design/Furnishings/Gardening	19	33	34
Movie Listings and Reviews	37	34	36
Science & Technology	20	26	23
Sports	52	51	43
Travel	22	37	34
TV Listings	27	31	40
Advertisements	37	48	50
Circulars/Inserts/Fliers	37	56	55
Classified Advertising	44	41	44
Any Advertising	67	75	76
Average Sunday Audience (000)	23,811	72,464	21,575

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 9

## Section Readership by Race

Sunday Newspaper Sections Read	White	Black	Hispanic*
	%	%	%
Main News/Front Page	87	75	74
International/National News	56	40	48
Local News	81	75	69
Business/Finance	40	32	25
Comics	42	36	33
Editorial Page	41	23	18
Entertainment/Lifestyle	48	39	36
Fashion	22	24	19
Food/Cooking	39	33	29
Home Design/Furnishings/Gardening	32	24	20
Movie Listings and Reviews	36	33	30
Science & Technology	26	17	16
Sports	50	53	50
Travel	35	22	22
TV Listings	33	30	21
Advertisements	47	47	39
Circulars/Inserts/Fliers	55	47	38
Classified Advertising	42	46	41
Any Advertising	75	74	66
Average Sunday Audience (000)	96,116	12,854	9,899

Base: Sunday 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

Sunday Newspaper Sections Read	Household Size 1	Household Size 2	Household Size 3	Household Size 4	Household Size 5+
	%	%	%	%	%
Main News/Front Page	87	87	83	85	77
International/National News	58	58	51	55	42
Local News	84	82	77	80	73
Business/Finance	41	43	36	39	29
Comics	44	43	40	35	38
Editorial Page	46	46	31	32	24
Entertainment/Lifestyle	49	49	44	47	35
Fashion	27	24	20	20	16
Food/Cooking	44	42	33	34	31
Home Design/Furnishings/Gardening	34	34	28	29	23
Movie Listings and Reviews	37	36	35	36	30
Science & Technology	28	26	22	25	19
Sports	46	50	51	52	51
Travel	36	38	30	32	21
TV Listings	43	37	27	27	24
Advertisements	46	46	46	48	44
Circulars/Inserts/Fliers	52	55	50	53	48
Classified Advertising	40	39	44	45	46
Any Advertising	72	73	74	75	74
Average Sunday Audience (000)	15,927	43,245	22,546	20,492	15,641

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 11

## Section Readership by Metro Locality

Sunday Newspaper Sections Read	MSA	MSA	Non-MSA
	Central City	Suburban	
	%	%	%
Main News/Front Page	83	85	87
International/National News	55	54	51
Local News	77	80	83
Business/Finance	39	40	33
Comics	40	39	48
Editorial Page	37	37	43
Entertainment/Lifestyle	48	45	40
Fashion	22	22	19
Food/Cooking	38	38	36
Home Design/Furnishings/Gardening	30	32	26
Movie Listings and Reviews	36	36	28
Science & Technology	24	25	21
Sports	49	51	49
Travel	33	35	28
TV Listings	32	33	30
Advertisements	46	45	49
Circulars/Inserts/Fliers	50	54	53
Classified Advertising	41	40	53
Any Advertising	73	73	79
Average Sunday Audience (000)	45,778	59,091	12,981

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 12

## Section Readership by Census Region

Sunday Newspaper Sections Read	North East	South	North Central	West
	%	%	%	%
Main News/Front Page	86	84	84	85
International/National News	55	52	53	59
Local News	82	79	78	79
Business/Finance	36	38	39	42
Comics	38	41	42	39
Editorial Page	39	35	39	38
Entertainment/Lifestyle	48	45	45	46
Fashion	25	21	22	20
Food/Cooking	42	35	39	36
Home Design/Furnishings/Gardening	32	28	33	30
Movie Listings and Reviews	38	33	35	36
Science & Technology	26	23	24	25
Sports	50	49	53	47
Travel	34	30	33	38
TV Listings	35	33	32	28
Advertisements	45	45	49	44
Circulars/Inserts/Fliers	57	52	57	43
Classified Advertising	41	44	43	38
Any Advertising	74	75	78	67
Average Sunday Audience (000)	25,025	38,514	29,739	24,571

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 13

## Section Readership Among Men by Age

Sunday Newspaper Sections Read	18-24	25-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%
Main News/Front Page	63	75	81	88	90	91
International/National News	35	45	55	63	68	68
Local News	58	73	78	84	81	87
Business/Finance	22	33	45	53	57	54
Comics	44	37	35	37	42	52
Editorial Page	9	17	28	42	49	57
Entertainment/Lifestyle	23	31	35	41	39	32
Fashion	7*	7	9	12	12	11
Food/Cooking	9	16	24	26	27	26
Home Design/Furnishings/Gardening	4*	14	20	26	23	23
Movie Listings and Reviews	32	31	28	34	31	28
Science & Technology	17	22	27	35	37	34
Sports	72	74	73	69	71	72
Travel	10	19	28	39	42	38
TV Listings	16	18	24	30	36	43
Advertisements	23	38	37	42	41	38
Circulars/Inserts/Fliers	14	32	38	48	45	41
Classified Advertising	34	47	47	45	39	32
Any Advertising	49	68	68	70	68	59
Average Sunday Audience (000)	5,219	8,754	11,376	12,002	8,593	10,306

Base: Sunday 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

Sunday Newspaper Sections Read	Master's Degree	Bachelor's Degree	Some College	High School Graduate
	%	%	%	%
Main News/Front Page	95	91	83	77
International/National News	82	70	57	46
Local News	83	83	77	77
Business/Finance	75	66	44	32
Comics	44	39	44	41
Editorial Page	62	45	33	28
Entertainment/Lifestyle	50	44	34	28
Fashion	14	11	9	9
Food/Cooking	30	25	22	20
Home Design/Furnishings/Gardening	33	25	18	16
Movie Listings and Reviews	41	34	31	27
Science & Technology	53	39	28	21
Sports	73	75	71	72
Travel	53	40	30	23
TV Listings	37	29	25	31
Advertisements	38	36	36	42
Circulars/Inserts/Fliers	42	42	38	39
Classified Advertising	33	36	41	47
Any Advertising	63	63	65	69
Average Sunday Audience (000)	3,995	11,826	10,477	17,558

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 15

## Section Readership Among Men by Household Income

Sunday Newspaper Sections Read	HHI \$75K+	HHI \$50K+	HHI \$40K+	HHI \$30K+	HHI Under \$30K
	%	%	%	%	%
Main News/Front Page	88	86	86	85	76
International/National News	64	62	61	61	44
Local News	82	81	80	80	73
Business/Finance	61	54	52	50	28
Comics	36	38	39	40	45
Editorial Page	41	39	38	37	29
Entertainment/Lifestyle	41	39	38	36	27
Fashion	10	10	10	10	9
Food/Cooking	23	23	23	23	21
Home Design/Furnishings/Gardening	24	23	22	22	12
Movie Listings and Reviews	34	33	32	32	26
Science & Technology	37	34	33	32	19
Sports	75	74	74	73	66
Travel	38	36	35	34	20
TV Listings	27	28	28	28	33
Advertisements	37	38	38	38	35
Circulars/Inserts/Fliers	40	40	40	40	32
Classified Advertising	38	40	41	41	43
Any Advertising	63	65	65	66	62
Average Sunday Audience (000)	22,714	34,781	40,015	45,910	10,340

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis &amp; Research Dept.

Table 16

## Section Readership Among Men by Occupation

Sunday Newspaper Sections Read	Management/Business Financial Operations	Professional Occupations	Sales & Office Occupations	Production Occupations
	%	%	%	%
Main News/Front Page	89	93	84	73
International/National News	66	73	57	43
Local News	81	82	75	69
Business/Finance	65	59	49	32
Comics	32	41	35	37
Editorial Page	43	48	31	22
Entertainment/Lifestyle	39	45	37	29
Fashion	11	10	11	7*
Food/Cooking	23	25	20	19
Home Design/Furnishings/Gardening	24	26	19	16
Movie Listings and Reviews	31	37	34	30
Science & Technology	33	47	25	22
Sports	72	72	73	73
Travel	38	42	29	20
TV Listings	25	27	25	23
Advertisements	38	36	37	40
Circulars/Inserts/Fliers	41	40	39	41
Classified Advertising	42	34	37	52
Any Advertising	68	61	64	75
Average Sunday Audience (000)	7,609	7,587	7,345	2,827

Base: Sunday 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

Sunday Newspaper Sections Read	Employed	Not Employed	Retired
	%	%	%
Main News/Front Page	83	84	91
International/National News	56	61	68
Local News	78	81	88
Business/Finance	47	45	54
Comics	37	49	53
Editorial Page	32	44	55
Entertainment/Lifestyle	35	33	36
Fashion	9	11	12
Food/Cooking	22	25	27
Home Design/Furnishings/Gardening	20	20	24
Movie Listings and Reviews	31	30	30
Science & Technology	29	30	36
Sports	72	70	73
Travel	31	33	40
TV Listings	25	39	45
Advertisements	37	38	41
Circulars/Inserts/Fliers	38	40	45
Classified Advertising	43	39	34
Any Advertising	66	62	62
Average Sunday Audience (000)	39,862	16,388	11,113

Base: Sunday 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

Sunday Newspaper Sections Read	Primary Wage Earner	Secondary Wage Earner	Sole Wage Earner
	%	%	%
Main News/Front Page	85	78	84
International/National News	58	53	57
Local News	79	75	78
Business/Finance	47	42	50
Comics	36	40	37
Editorial Page	32	31	35
Entertainment/Lifestyle	34	35	38
Fashion	9	8	11
Food/Cooking	23	19	22
Home Design/Furnishings/Gardening	21	16	21
Movie Listings and Reviews	30	33	31
Science & Technology	28	29	32
Sports	74	73	70
Travel	31	26	34
TV Listings	25	23	27
Advertisements	39	35	37
Circulars/Inserts/Fliers	39	35	41
Classified Advertising	44	39	44
Any Advertising	68	61	68
Average Sunday Audience (000)	17,763	10,622	11,477

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 19

Section Readership Among Men  
by Marital Status

Sunday Newspaper Sections Read	Single	Married	Divorced/Separated/ Widowed
	%	%	%
Main News/Front Page	72	88	82
International/National News	46	63	53
Local News	68	82	80
Business/Finance	30	53	40
Comics	41	40	47
Editorial Page	20	42	36
Entertainment/Lifestyle	32	36	32
Fashion	9	10	11
Food/Cooking	17	24	26
Home Design/Furnishings/Gardening	12	23	21
Movie Listings and Reviews	33	30	28
Science & Technology	23	33	26
Sports	68	73	69
Travel	20	36	30
TV Listings	22	31	34
Advertisements	29	40	40
Circulars/Inserts/Fliers	26	43	41
Classified Advertising	38	42	45
Any Advertising	57	67	67
Average Sunday Audience (000)	12,841	36,377	7,032

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 20

## Section Readership Among Men by Race

Sunday Newspaper Sections Read	White	Black	Hispanic*
	%	%	%
Main News/Front Page	85	71	73
International/National News	60	44	51
Local News	80	79	68
Business/Finance	48	37	30
Comics	43	34	31
Editorial Page	40	18	15
Entertainment/Lifestyle	36	30	27
Fashion	10	11	9**
Food/Cooking	23	21	17
Home Design/Furnishings/Gardening	21	16	13
Movie Listings and Reviews	31	27	28
Science & Technology	32	20	17
Sports	71	79	70
Travel	34	21	22
TV Listings	31	27	18
Advertisements	38	37	32
Circulars/Inserts/Fliers	41	33	28
Classified Advertising	42	42	37
Any Advertising	66	62	58
Average Sunday Audience (000)	45,562	5,686	5,316

Base: Sunday 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

Sunday Newspaper Sections Read	MSA	MSA	Non-MSA
	Central City	Suburban	
	%	%	%
Main News/Front Page	82	84	83
International/National News	58	58	52
Local News	77	80	78
Business/Finance	44	49	39
Comics	39	40	51
Editorial Page	34	36	42
Entertainment/Lifestyle	38	34	27
Fashion	11	9	11*
Food/Cooking	23	22	22
Home Design/Furnishings/Gardening	21	20	18
Movie Listings and Reviews	32	31	24
Science & Technology	29	31	26
Sports	70	74	68
Travel	31	33	27
TV Listings	28	30	28
Advertisements	37	37	44
Circulars/Inserts/Fliers	36	40	39
Classified Advertising	39	40	59
Any Advertising	63	65	74
Average Sunday Audience (000)	21,654	28,407	6,189

Base: Sunday 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

Sunday Newspaper Sections Read	North East	South	North Central	West
	%	%	%	%
Main News/Front Page	85	83	83	83
International/National News	58	56	55	62
Local News	81	78	78	78
Business/Finance	45	46	45	49
Comics	39	41	42	41
Editorial Page	38	34	38	35
Entertainment/Lifestyle	35	34	34	36
Fashion	11	9	10	9
Food/Cooking	27	21	23	20
Home Design/Furnishings/Gardening	22	19	21	20
Movie Listings and Reviews	32	29	32	30
Science & Technology	32	28	29	30
Sports	72	72	75	66
Travel	34	29	30	35
TV Listings	31	30	29	26
Advertisements	36	37	41	36
Circulars/Inserts/Fliers	41	37	45	32
Classified Advertising	41	44	43	37
Any Advertising	63	66	70	60
Average Sunday Audience (000)	11,530	18,075	14,209	12,437

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 23

## Section Readership Among Women by Age

Sunday Newspaper Sections Read	18-24	25-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%
Main News/Front Page	65	83	84	88	90	91
International/National News	29	41	48	55	62	58
Local News	63	74	80	81	86	86
Business/Finance	13	20	30	37	41	37
Comics	42	34	37	37	41	48
Editorial Page	16	19	32	44	51	54
Entertainment/Lifestyle	45	50	57	62	64	52
Fashion	31	23	27	35	40	39
Food/Cooking	26	36	49	59	61	60
Home Design/Furnishings/Gardening	14	28	40	49	51	42
Movie Listings and Reviews	37	37	36	44	44	37
Science & Technology	8*	14	17	24	25	22
Sports	29	27	29	31	30	33
Travel	14	23	34	40	45	40
TV Listings	24	24	26	34	41	51
Advertisements	41	51	55	60	59	49
Circulars/Inserts/Fliers	39	62	67	73	73	61
Classified Advertising	56	47	50	45	41	27
Any Advertising	77	83	86	86	84	72
Average Sunday Audience (000)	5,263	9,050	11,281	13,261	9,373	13,372

Base: Sunday 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

Sunday Newspaper Sections Read	Master's Degree	Bachelor's Degree	Some College	High School Graduate
	%	%	%	%
Main News/Front Page	94	90	84	82
International/National News	77	64	48	42
Local News	87	84	77	80
Business/Finance	52	41	32	25
Comics	36	41	42	40
Editorial Page	57	47	38	35
Entertainment/Lifestyle	72	67	55	52
Fashion	42	35	32	31
Food/Cooking	60	55	48	50
Home Design/Furnishings/Gardening	52	50	35	36
Movie Listings and Reviews	50	44	41	36
Science & Technology	37	26	18	15
Sports	40	33	31	27
Travel	56	46	31	28
TV Listings	36	33	34	37
Advertisements	53	53	52	58
Circulars/Inserts/Fliers	66	67	63	67
Classified Advertising	32	38	49	43
Any Advertising	77	81	85	84
Average Sunday Audience (000)	4,770	11,706	12,236	19,305

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 25

Section Readership Among Women  
by Household Income

Sunday Newspaper Sections Read	HHI \$75K+	HHI \$50K+	HHI \$40K+	HHI \$30K+	HHI Under \$30K
	%	%	%	%	%
Main News/Front Page	89	88	87	87	81
International/National News	58	56	55	54	43
Local News	82	81	81	81	79
Business/Finance	38	36	35	34	24
Comics	34	36	37	38	46
Editorial Page	41	41	41	41	34
Entertainment/Lifestyle	64	62	61	60	45
Fashion	36	34	34	34	29
Food/Cooking	55	54	53	53	47
Home Design/Furnishings/Gardening	48	45	44	43	30
Movie Listings and Reviews	43	42	41	41	34
Science & Technology	22	22	21	21	16
Sports	32	31	31	31	28
Travel	43	40	39	38	25
TV Listings	29	31	32	33	40
Advertisements	53	55	55	54	52
Circulars/Inserts/Fliers	68	68	68	68	56
Classified Advertising	35	39	41	41	46
Any Advertising	80	82	82	83	79
Average Sunday Audience (000)	21,408	33,918	39,717	45,656	15,943

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 26

## Section Readership Among Women by Occupation

Sunday Newspaper Sections Read	Management/Business Financial Operations	Professional Occupations	Sales & Office Occupations
	%	%	%
Main News/Front Page	89	92	85
International/National News	58	65	46
Local News	81	84	80
Business/Finance	47	37	28
Comics	33	37	40
Editorial Page	41	48	31
Entertainment/Lifestyle	64	65	56
Fashion	32	35	30
Food/Cooking	51	56	50
Home Design/Furnishings/Gardening	48	48	38
Movie Listings and Reviews	42	44	39
Science & Technology	21	28	14
Sports	28	37	29
Travel	46	46	30
TV Listings	29	30	30
Advertisements	54	52	55
Circulars/Inserts/Fliers	69	67	66
Classified Advertising	39	41	47
Any Advertising	82	82	83
Average Sunday Audience (000)	5,289	9,907	12,148

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 27

Section Readership Among Women  
by Employment Status

Sunday Newspaper Sections Read	Employed	Not Employed	Retired
	%	%	%
Main News/Front Page	85	86	90
International/National News	50	52	58
Local News	80	81	87
Business/Finance	32	32	39
Comics	38	42	46
Editorial Page	36	43	53
Entertainment/Lifestyle	57	54	54
Fashion	31	35	39
Food/Cooking	49	54	60
Home Design/Furnishings/Gardening	40	40	42
Movie Listings and Reviews	40	38	38
Science & Technology	20	20	22
Sports	31	29	33
Travel	35	34	40
TV Listings	30	42	51
Advertisements	54	53	53
Circulars/Inserts/Fliers	65	64	63
Classified Advertising	46	38	29
Any Advertising	83	80	75
Average Sunday Audience (000)	36,197	25,403	12,873

Base: Sunday 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

Sunday Newspaper Sections Read	Primary Wage Earner	Secondary Wage Earner	Sole Wage Earner
	%	%	%
Main News/Front Page	83	86	87
International/National News	51	49	53
Local News	75	81	80
Business/Finance	32	30	35
Comics	39	36	41
Editorial Page	36	35	39
Entertainment/Lifestyle	55	59	57
Fashion	29	31	34
Food/Cooking	47	51	49
Home Design/Furnishings/Gardening	37	41	41
Movie Listings and Reviews	40	40	41
Science & Technology	19	19	22
Sports	31	31	30
Travel	33	37	35
TV Listings	29	27	35
Advertisements	53	54	56
Circulars/Inserts/Fliers	61	67	64
Classified Advertising	46	44	49
Any Advertising	79	84	83
Average Sunday Audience (000)	8,366	17,935	9,896

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 29

Section Readership Among Women  
by Marital Status

Sunday Newspaper Sections Read	Single	Married	Divorced/Separated/ Widowed
	%	%	%
Main News/Front Page	75	88	87
International/National News	43	53	53
Local News	71	81	85
Business/Finance	25	33	35
Comics	41	38	43
Editorial Page	26	41	44
Entertainment/Lifestyle	50	59	55
Fashion	31	33	34
Food/Cooking	38	54	55
Home Design/Furnishings/Gardening	27	44	40
Movie Listings and Reviews	42	39	40
Science & Technology	16	20	21
Sports	33	29	30
Travel	25	37	36
TV Listings	33	32	44
Advertisements	45	56	54
Circulars/Inserts/Fliers	51	70	63
Classified Advertising	52	39	43
Any Advertising	78	83	80
Average Sunday Audience (000)	10,970	36,087	14,543

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 30

## Section Readership Among Women by Race

Sunday Newspaper Sections Read	White	Black	Hispanic*
	%	%	%
Main News/Front Page	88	77	75
International/National News	53	37	44
Local News	82	72	70
Business/Finance	33	29	21
Comics	41	36	35
Editorial Page	42	27	21
Entertainment/Lifestyle	58	47	46
Fashion	33	34	32
Food/Cooking	53	43	43
Home Design/Furnishings/Gardening	42	31	28
Movie Listings and Reviews	40	37	33
Science & Technology	21	14	14
Sports	30	32	28
Travel	37	24	22
TV Listings	36	34	24
Advertisements	54	54	48
Circulars/Inserts/Fliers	67	59	50
Classified Advertising	41	50	46
Any Advertising	82	84	76
Average Sunday Audience (000)	50,554	7,168	4,584

Base: Sunday 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

Sunday Newspaper Sections Read	MSA Central City	MSA Suburban	Non-MSA
	%	%	%
Main News/Front Page	84	86	90
International/National News	52	50	51
Local News	78	80	88
Business/Finance	34	31	28
Comics	42	38	45
Editorial Page	39	38	44
Entertainment/Lifestyle	57	56	52
Fashion	33	34	27
Food/Cooking	51	52	48
Home Design/Furnishings/Gardening	38	43	34
Movie Listings and Reviews	40	41	32
Science & Technology	20	20	17
Sports	30	29	32
Travel	34	36	29
TV Listings	35	35	33
Advertisements	54	54	53
Circulars/Inserts/Fliers	62	67	66
Classified Advertising	43	41	48
Any Advertising	81	81	84
Average Sunday Audience (000)	24,124	30,684	6,792

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.

Table 32

Section Readership Among Women  
by Census Region

Sunday Newspaper Sections Read	North East	South	North Central	West
	%	%	%	%
Main News/Front Page	87	84	85	86
International/National News	52	47	51	56
Local News	84	79	79	80
Business/Finance	29	30	33	35
Comics	38	41	42	37
Editorial Page	41	36	41	40
Entertainment/Lifestyle	60	54	55	56
Fashion	36	31	33	32
Food/Cooking	54	48	54	52
Home Design/Furnishings/Gardening	41	36	44	41
Movie Listings and Reviews	43	37	37	42
Science & Technology	21	19	19	21
Sports	31	29	33	27
Travel	35	31	35	41
TV Listings	39	35	35	31
Advertisements	53	53	57	52
Circulars/Inserts/Fliers	70	65	68	54
Classified Advertising	42	44	44	39
Any Advertising	83	82	85	74
Average Sunday Audience (000)	13,496	20,439	15,530	12,134

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2006

Prepared by NAA Business Analysis & Research Dept.