

2008

Daily Newspaper Section Readership Report

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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.

Highlights

Total Adults Main news/front page is the most widely read section among adult daily newspaper readers at **87%**.

Gender After main news/front page, men and women read the local News section most (**83%** & **87%** respectively).

Age Daily newspaper readers 35-44 are more than twice as likely as those 18-24 to read circulars/inserts/fliers (**40%** vs. **15%**).

Education Daily newspaper readers with high school diplomas are more likely to read the classified section than those with bachelor's degrees (**45%** vs. **28%**).

Household Income Daily newspaper readers with household incomes under \$30,000 are more likely to read sections with any advertising (**66%**), than daily readers with household incomes \$75,000+ (**57%**).

Occupation Daily newspaper readers in professional occupations are more likely to read the entertainment/lifestyle section (**52%**) than daily readers in production occupations (**34%**). Daily newspaper readers in production occupations read the sports section more (**74%**), than those in professional occupations (**51%**).

Employment Status Employed daily newspaper readers are more likely to read the sports section than unemployed readers (**57%** vs. **51%**). Unemployed readers are more likely to read the editorial page than employed readers (**50%** vs. **37%**).

Marital Status Daily newspaper readers who are married are more likely than those who are single to read the business section (**47%** vs. **32%**). Single daily newspaper readers are more likely than married readers to read classified advertising (**42%** vs. **36%**).

Geography Daily newspaper readers in the northeast Census region are more likely to read any advertising than readers in the west Census region.

Methodology

Daily newspaper section readership was drawn from Mediamark Research Inc.'s (MRI) Fall 2007 Study.

Section readership is obtained through personal interviews drawn from a sample of 25,781 adults age 18 or older. These personal interviews are based on fieldwork from Wave 56 (September 1, 2006, to May 9, 2007) and Wave 57 (March 1, 2007 to October 28, 2007).

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.

Section Readership by Gender

Daily Newspaper Sections Read	Adults	Men	Women
Main News/Front Page	87%	86%	88%
International/National News	54	58	51
Local News	85	83	87
Business/Finance	43	50	35
Comics	39	38	40
Editorial Page	42	40	43
Entertainment/Lifestyle	45	36	55
Fashion	21	10	32
Food/Cooking	38	24	53
Home Design/Furnishings/Gardening	27	18	35
Movie Listings and Reviews	34	30	37
Science and Technology	27	32	22
Sports	55	76	34
Travel	29	28	30
TV Listings	31	29	34
Advertisements	37	30	43
Circulars/Inserts/Fliers	38	28	48
Classified Advertising	38	36	40
Any Advertising	62	54	70
Average Weekday Audience (000)	95,274	47,857	47,418

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Age

Daily Newspaper Sections Read	18-24	25-34	35-44	45-54	55-64	65+
Main News/Front Page	72%	80%	85%	89%	92%	93%
International/ National News	32	43	49	57	65	63
Local News	66	79	85	86	90	92
Business/Finance	23	31	41	47	51	47
Comics	43	31	32	33	42	51
Editorial Page	12	21	32	42	55	60
Entertainment/ Lifestyle	33	42	42	49	54	45
Fashion	21	15	17	20	26	25
Food/Cooking	22	25	33	41	49	46
Home Design/Furnishings/Gardening	10	16	24	29	36	32
Movie Listings and Reviews	39	30	31	33	39	33
Science and Technology	18	21	25	29	34	28
Sports	55	53	55	55	52	56
Travel	12	20	25	31	39	34
TV Listings	18	21	24	29	37	45
Advertisements	25	29	34	38	43	41
Circulars/Inserts/ Fliers	15	29	40	41	46	41
Classified Advertising	45	44	41	39	37	29
Any Advertising	56	61	64	64	65	59
Average Weekday Audience (000)	7,686	12,423	17,037	20,347	15,910	21,870

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Education

Daily Newspaper Sections Read	Master's Degree	Bachelor's Degree	Some College	High School Graduate
Main News/Front Page	94%	91%	88%	86%
International/National News	73	66	52	48
Local News	86	86	84	87
Business/Finance	57	58	41	34
Comics	34	34	41	42
Editorial Page	57	47	39	38
Entertainment/Lifestyle	56	52	45	43
Fashion	22	20	21	22
Food/Cooking	41	38	37	40
Home Design/Furnishings/Gardening	33	30	26	26
Movie Listings and Reviews	40	36	34	33
Science and Technology	39	35	25	21
Sports	54	56	56	56
Travel	39	37	27	25
TV Listings	29	29	29	37
Advertisements	32	34	37	40
Circulars/Inserts/Fliers	38	37	40	41
Classified Advertising	25	28	41	45
Any Advertising	53	54	65	69
Average Weekday Audience (000)	7,897	18,511	17,761	29,254

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership by Household Income

Daily Newspaper Sections Read	HHI \$75K+	HHI \$50K+	HHI \$40K+	HHI \$30K+	HHI Under \$30K
Main News/Front Page	90%	89%	89%	89%	82%
International/National News	61	58	57	57	45
Local News	85	85	85	85	85
Business/Finance	53	49	48	47	28
Comics	33	35	37	38	44
Editorial Page	44	43	43	43	36
Entertainment/Lifestyle	49	48	47	47	41
Fashion	20	21	21	21	22
Food/Cooking	36	37	38	38	41
Home Design/Furnishings/Gardening	28	28	28	28	24
Movie Listings and Reviews	33	34	34	34	31
Science and Technology	31	30	29	29	20
Sports	58	58	57	57	47
Travel	34	32	31	31	22
TV Listings	25	28	29	29	38
Advertisements	34	35	36	36	38
Circulars/Inserts/Fliers	37	38	38	38	36
Classified Advertising	31	34	35	36	45
Any Advertising	57	59	60	61	66
Average Weekday Audience (000)	37,451	56,470	65,448	74,680	20,594

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership by Occupation

Daily Newspaper Sections Read	Management/Business Financial Operations	Professional Occupations	Sales & Office Occupations	Production Occupations
Main News/Front Page	90%	92%	88%	84%
International/National News	63	61	51	40
Local News	85	85	83	85
Business/Finance	63	46	43	37
Comics	29	33	35	41
Editorial Page	43	47	35	30
Entertainment/Lifestyle	47	52	49	34
Fashion	17	22	21	14
Food/Cooking	34	38	38	29
Home Design/Furnishings/Gardening	28	29	24	16
Movie Listings and Reviews	33	38	34	30
Science and Technology	33	36	22	18
Sports	58	51	54	74
Travel	33	33	27	21
TV Listings	24	26	25	31
Advertisements	32	32	39	37
Circulars/Inserts/Fliers	37	37	40	32
Classified Advertising	29	32	42	49
Any Advertising	56	57	66	65
Average Weekday Audience (000)	11,212	13,859	15,204	3,346

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Employment Status

Daily Newspaper Sections Read	Employed	Not Employed	Retired
Main News/Front Page	87%	88%	93%
International/National News	53	57	64
Local News	84	88	92
Business/Finance	44	40	48
Comics	35	47	50
Editorial Page	37	50	60
Entertainment/Lifestyle	45	46	48
Fashion	18	26	26
Food/Cooking	35	45	48
Home Design/Furnishings/Gardening	24	31	34
Movie Listings and Reviews	33	34	35
Science and Technology	27	26	30
Sports	57	51	55
Travel	28	31	36
TV Listings	26	40	45
Advertisements	34	41	43
Circulars/Inserts/Fliers	36	42	43
Classified Advertising	38	38	31
Any Advertising	60	65	62
Average Weekday Audience (000)	60,498	34,776	21,682

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership by Wage Earner Status

Daily Newspaper Sections Read	Primary Wage Earner	Secondary Wage Earner	Sole Wage Earner
Main News/Front Page	88%	87%	86%
International/National News	55	49	55
Local News	83	83	84
Business/Finance	48	39	46
Comics	31	36	37
Editorial Page	36	36	39
Entertainment/Lifestyle	42	48	46
Fashion	16	20	19
Food/Cooking	31	38	34
Home Design/Furnishings/Gardening	23	25	25
Movie Listings and Reviews	32	34	34
Science and Technology	29	25	29
Sports	64	51	55
Travel	27	27	29
TV Listings	24	25	30
Advertisements	32	35	35
Circulars/Inserts/Fliers	32	39	36
Classified Advertising	35	41	39
Any Advertising	56	64	61
Average Weekday Audience (000)	20,496	21,383	18,619

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership by Marital Status

Read	Single	Married	Daily Newspaper Sections Widowed
Main News/Front Page	78%	90%	88%
International/National News	43	58	56
Local News	75	88	88
Business/Finance	32	47	40
Comics	40	38	42
Editorial Page	24	46	46
Entertainment/Lifestyle	41	46	48
Fashion	20	20	26
Food/Cooking	28	39	46
Home Design/Furnishings/Gardening	17	29	31
Movie Listings and Reviews	37	32	36
Science and Technology	23	28	27
Sports	56	56	49
Travel	20	32	30
TV Listings	26	30	40
Advertisements	28	38	42
Circulars/Inserts/Fliers	25	40	43
Classified Advertising	42	36	40
Any Advertising	57	62	66
Average Weekday Audience (000)	19,062	57,516	18,696

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Race

Daily Newspaper Sections Read	White	Black	Hispanic*
Main News/Front Page	89%	77%	77%
International/National News	57	37	48
Local News	87	81	75
Business/Finance	44	35	29
Comics	40	35	33
Editorial Page	46	24	24
Entertainment/Lifestyle	47	40	40
Fashion	21	24	23
Food/Cooking	40	35	32
Home Design/Furnishings/Gardening	28	21	20
Movie Listings and Reviews	34	35	31
Science and Technology	28	19	25
Sports	55	56	53
Travel	31	20	24
TV Listings	33	30	23
Advertisements	37	36	33
Circulars/Inserts/Fliers	40	33	25
Classified Advertising	37	49	34
Any Advertising	63	66	53
Average Weekday Audience (000)	77,933	10,382	7,271

Base: Daily Newspaper Readers

*Defined as Hispanic origin or descent

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership by Household Size

Daily Newspaper Sections Read	Household Size 1	Household Size 2	Household Size 3	Household Size 4	Household Size 5+
Main News/Front Page	88%	90%	86%	85%	82%
International/National News	60	58	53	52	42
Local News	87	88	85	83	80
Business/Finance	44	46	42	40	34
Comics	43	42	38	34	34
Editorial Page	48	49	38	34	25
Entertainment/Lifestyle	49	47	47	42	39
Fashion	27	21	22	19	16
Food/Cooking	45	41	38	33	32
Home Design/Furnishings/Gardening	32	29	25	24	21
Movie Listings and Reviews	36	35	33	34	30
Science and Technology	30	28	27	26	21
Sports	52	55	56	55	56
Travel	33	33	28	25	20
TV Listings	40	35	28	26	23
Advertisements	38	38	37	35	32
Circulars/Inserts/Fliers	41	40	34	38	33
Classified Advertising	34	36	39	39	46
Any Advertising	60	62	62	62	65
Average Weekday Audience (000)	14,323	36,334	17,014	15,235	12,368

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership by Metro Locality

Daily Newspaper Sections Read	MSA Central City	MSA Suburban	Non-MSA
Main News/Front Page	86%	88%	88%
International/National News	54	56	49
Local News	83	86	90
Business/Finance	42	46	34
Comics	38	38	45
Editorial Page	39	42	46
Entertainment/Lifestyle	46	48	36
Fashion	22	22	16
Food/Cooking	38	39	37
Home Design/Furnishings/Gardening	25	29	23
Movie Listings and Reviews	36	33	30
Science and Technology	27	29	20
Sports	54	56	53
Travel	29	31	22
TV Listings	31	32	30
Advertisements	35	37	42
Circulars/Inserts/Fliers	34	41	39
Classified Advertising	35	37	51
Any Advertising	59	62	70
Average Weekday Audience (000)	34,854	47,756	12,663

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership by Census Region

Daily Newspaper Sections Read	North East	South	North Central	West
Main News/Front Page	88%	86%	89%	87%
International/National News	58	51	53	59
Local News	87	87	83	83
Business/Finance	41	41	43	46
Comics	38	39	41	38
Editorial Page	44	39	43	40
Entertainment/Lifestyle	48	44	46	45
Fashion	23	22	20	18
Food/Cooking	40	39	39	36
Home Design/Furnishings/Gardening	29	26	27	26
Movie Listings and Reviews	36	31	35	36
Science and Technology	31	25	25	29
Sports	54	54	57	53
Travel	31	27	28	31
TV Listings	33	31	32	28
Advertisements	35	37	39	34
Circulars/Inserts/Fliers	40	39	40	30
Classified Advertising	36	41	41	31
Any Advertising	62	65	65	54
Average Weekday Audience (000)	20,593	31,461	24,418	18,802

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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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	73%	80%	83%	89%	92%	93%
International/National News	30	50	52	63	69	66
Local News	63	78	83	83	89	91
Business/Finance	25	40	48	56	59	55
Comics	42	29	30	33	46	50
Editorial Page	8*	21	30	42	56	60
Entertainment/Lifestyle	23	34	32	40	46	35
Fashion	5*	8	8	11	14	12
Food/Cooking	12*	19	22	27	34	25
Home Design/Furnishings/Gardening	5*	13	16	19	27	22
Movie Listings and Reviews	30	30	28	31	37	27
Science and Technology	22	30	31	33	40	31
Sports	77	76	75	77	75	75
Travel	10*	21	23	31	39	34
TV Listings	17	23	21	28	37	39
Advertisements	16	23	27	33	40	34
Circulars/Inserts/Fliers	9*	22	29	32	34	31
Classified Advertising	40	39	39	37	39	28
Any Advertising	47	53	56	56	58	52
Average Weekday Audience (000)	4,075	6,692	9,017	10,415	7,843	9,814

Base: Daily Newspaper Readers

* Projections relatively unstable. Use with caution.

Source: Mediarmark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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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	93%	91%	86%	84%
International/National News	78	68	54	50
Local News	82	85	80	84
Business/Finance	67	69	46	39
Comics	35	34	39	41
Editorial Page	57	47	37	34
Entertainment/ Lifestyle	43	40	34	34
Fashion	8	9	9	12
Food/Cooking	26	24	24	26
Home Design/Furnishings/Gardening	21	21	15	19
Movie Listings and Reviews	35	30	30	30
Science and Technology	43	42	31	25
Sports	73	77	76	77
Travel	36	35	25	23
TV Listings	30	27	27	32
Advertisements	25	29	28	34
Circulars/Inserts/Fliers	27	29	27	31
Classified Advertising	25	27	37	47
Any Advertising	45	48	55	62
Average Weekday Audience (000)	4,063	9,900	8,722	14,363

Base: Daily Newspaper Readers

Source: Mediarmark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Men by Household Income

Daily Newspaper Sections Read	HHI \$75K+	HHI \$50K+	HHI \$40K+	HHI \$30K+	HHI Under \$30K
Main News/Front Page	89%	89%	88%	88%	81%
International/National News	63	61	60	60	47
Local News	83	83	83	83	82
Business/Finance	62	57	55	54	32
Comics	32	35	37	37	43
Editorial Page	43	42	42	42	32
Entertainment/Lifestyle	36	38	37	37	32
Fashion	8	10	10	10	11
Food/Cooking	23	25	25	25	22
Home Design/Furnishings/Gardening	19	20	19	19	15
Movie Listings and Reviews	29	30	30	30	29
Science and Technology	35	35	34	34	24
Sports	78	78	77	77	69
Travel	32	31	30	29	22
TV Listings	24	26	27	27	35
Advertisements	29	30	30	31	29
Circulars/Inserts/Fliers	27	28	28	29	25
Classified Advertising	30	33	34	35	42
Any Advertising	50	52	53	54	56
Average Weekday Audience (000)	21,037	30,875	35,381	39,774	8,083

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Men by Occupation

Daily Newspaper Sections Read	Management/Business Financial Operations	Professional Occupations	Sales & Office Occupations	Production Occupations
Main News/Front Page	90%	92%	88%	84%
International/National News	68	65	57	43
Local News	83	82	80	85
Business/Finance	73	56	58	38
Comics	28	35	31	42
Editorial Page	43	47	33	30
Entertainment/Lifestyle	37	39	41	31
Fashion	10	9	8	10*
Food/Cooking	25	23	23	24
Home Design/Furnishings/Gardening	22	17	16	14
Movie Listings and Reviews	30	33	31	30
Science and Technology	38	45	27	22
Sports	75	72	82	84
Travel	34	29	28	23
TV Listings	22	24	24	32
Advertisements	30	25	30	34
Circulars/Inserts/Fliers	29	25	28	27
Classified Advertising	30	27	37	48
Any Advertising	50	45	56	61
Average Weekday Audience (000)	6,914	6,455	6,432	2,522

Base: Daily Newspaper Readers

* Projections relatively unstable. Use with caution.

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Men by Employment Status

Daily Newspaper Sections Read	Employed	Not Employed	Retired
Main News/Front Page	86%	89%	93%
International/National News	56	61	68
Local News	82	86	90
Business/Finance	52	46	54
Comics	34	49	51
Editorial Page	36	50	58
Entertainment/Lifestyle	36	35	37
Fashion	10	12	12
Food/Cooking	24	26	28
Home Design/Furnishings/Gardening	18	20	24
Movie Listings and Reviews	30	31	30
Science and Technology	33	31	34
Sports	76	74	74
Travel	27	31	35
TV Listings	25	38	40
Advertisements	29	34	36
Circulars/Inserts/Fliers	27	30	33
Classified Advertising	36	38	32
Any Advertising	53	57	55
Average Weekday Audience (000)	33,808	14,049	10,163

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Men by Wage Earner Status

Daily Newspaper Sections Read	Primary Wage Earner	Secondary Wage Earner	Sole Wage Earner
Main News/Front Page	87%	84%	85%
International/National News	59	51	58
Local News	82	80	82
Business/Finance	54	46	54
Comics	31	35	37
Editorial Page	37	33	37
Entertainment/Lifestyle	37	34	38
Fashion	10	8	10
Food/Cooking	25	22	24
Home Design/Furnishings/Gardening	19	16	18
Movie Listings and Reviews	29	30	31
Science and Technology	34	30	33
Sports	78	78	73
Travel	29	22	28
TV Listings	25	24	26
Advertisements	30	27	30
Circulars/Inserts/Fliers	27	27	28
Classified Advertising	33	41	35
Any Advertising	52	55	54
Average Weekday Audience (000)	14,327	8,847	10,633

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Men by Marital Status

Daily Newspaper Sections Read	Single	Married	Divorced/Separated/ Widowed
Main News/Front Page	78%	89%	87%
International/National News	44	62	59
Local News	73	86	85
Business/Finance	35	56	45
Comics	40	37	41
Editorial Page	22	46	44
Entertainment/Lifestyle	35	36	37
Fashion	10	10	12
Food/Cooking	20	25	28
Home Design/Furnishings/Gardening	12	20	20
Movie Listings and Reviews	34	28	32
Science and Technology	29	33	33
Sports	74	76	74
Travel	20	31	30
TV Listings	24	29	34
Advertisements	22	32	34
Circulars/Inserts/Fliers	20	30	34
Classified Advertising	39	34	43
Any Advertising	51	54	60
Average Weekday Audience (000)	10,754	30,613	6,490

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Men by Race

Daily Newspaper Sections Read	White	Black	Hispanic*
Main News/Front Page	89%	75%	79%
International/National News	60	42	50
Local News	84	80	76
Business/Finance	52	42	33
Comics	41	32	29
Editorial Page	44	23	20
Entertainment/Lifestyle	37	34	30
Fashion	10	12	9
Food/Cooking	25	23	22
Home Design/Furnishings/Gardening	19	15	13
Movie Listings and Reviews	31	32	26
Science and Technology	34	23	28
Sports	75	82	73
Travel	30	20	21
TV Listings	30	30	21
Advertisements	31	31	26
Circulars/Inserts/Fliers	29	27	21
Classified Advertising	36	43	32
Any Advertising	55	57	46
Average Weekday Audience (000)	38,984	4,909	3,962

Base: Daily Newspaper Readers

*Defined as Hispanic origin or descent

Source: Mediarmark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Men by Metro Locality

Daily Newspaper Sections Read	MSA Central City	MSA Suburban	Non-MSA
Main News/Front Page	84%	88%	85%
International/National News	56	60	54
Local News	80	84	87
Business/Finance	47	54	41
Comics	37	37	48
Editorial Page	36	41	48
Entertainment/Lifestyle	35	38	29
Fashion	11	10	9*
Food/Cooking	24	25	24
Home Design/Furnishings/Gardening	17	19	19
Movie Listings and Reviews	32	29	29
Science and Technology	32	34	25
Sports	75	76	76
Travel	27	30	25
TV Listings	27	29	30
Advertisements	27	31	39
Circulars/Inserts/Fliers	23	31	30
Classified Advertising	32	36	53
Any Advertising	49	55	66
Average Weekday Audience (000)	17,462	24,577	5,817

Base: Daily Newspaper Readers

* Projections relatively unstable. Use with caution.

Source: Mediarmark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Men by Census Region

Daily Newspaper Sections Read	North East	South	North Central	West
Main News/Front Page	87%	85%	87%	86%
International/National News	62	55	54	62
Local News	86	84	80	82
Business/Finance	50	49	49	54
Comics	38	38	40	37
Editorial Page	44	38	40	39
Entertainment/Lifestyle	40	33	36	36
Fashion	13	10	9	8
Food/Cooking	28	23	24	23
Home Design/Furnishings/Gardening	21	17	18	18
Movie Listings and Reviews	33	27	30	32
Science and Technology	37	30	29	34
Sports	76	76	79	72
Travel	32	25	27	29
TV Listings	32	29	29	23
Advertisements	32	29	33	27
Circulars/Inserts/Fliers	31	29	29	22
Classified Advertising	36	39	39	30
Any Advertising	55	56	58	46
Average Weekday Audience (000)	10,710	15,390	12,166	9,591

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

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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	70%	81%	88%	90%	92%	92%
International/National News	33	35	46	51	61	60
Local News	70	80	86	90	91	93
Business/Finance	21	20	32	38	44	41
Comics	44	34	33	34	38	51
Editorial Page	17*	20	35	43	54	60
Entertainment/Lifestyle	43	51	54	59	61	54
Fashion	38	23	27	30	37	37
Food/Cooking	34	31	45	55	64	64
Home Design/Furnishings/Gardening	16*	18	33	39	45	41
Movie Listings and Reviews	48	30	35	35	41	37
Science and Technology	14*	11	18	25	27	25
Sports	30	27	33	33	30	41
Travel	14*	19	26	31	39	35
TV Listings	19*	20	28	31	38	50
Advertisements	35	35	40	44	47	47
Circulars/Inserts/Fliers	22	36	52	51	57	49
Classified Advertising	52	49	44	42	35	30
Any Advertising	66	70	73	72	72	65
Average Weekday Audience (000)	3,612	5,731	8,020	9,932	8,067	12,056

Base: Daily Newspaper Readers

*Projections relatively unstable. Use with caution.

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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%	92%	89%	88%
International/National News	69	63	49	45
Local News	91	88	88	89
Business/Finance	48	45	36	30
Comics	34	34	42	43
Editorial Page	56	47	42	43
Entertainment/Lifestyle	71	66	55	51
Fashion	37	33	33	32
Food/Cooking	58	54	50	54
Home Design/Furnishings/Gardening	46	40	36	33
Movie Listings and Reviews	45	43	39	36
Science and Technology	35	28	20	17
Sports	34	33	36	35
Travel	41	39	29	27
TV Listings	27	31	31	41
Advertisements	40	39	46	46
Circulars/Inserts/Fliers	49	46	52	50
Classified Advertising	24	29	46	43
Any Advertising	61	62	74	75
Average Weekday Audience (000)	3,834	8,611	9,039	14,890

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Women by Household Income

Daily Newspaper Sections Read	HHI \$75K+	HHI \$50K+	HHI \$40K+	HHI \$30K+	HHI Under \$30K
Main News/Front Page	91%	90%	90%	90%	83%
International/National News	58	55	54	53	44
Local News	89	88	88	88	86
Business/Finance	42	40	39	38	26
Comics	34	36	37	38	45
Editorial Page	46	45	44	45	39
Entertainment/Lifestyle	65	61	59	58	47
Fashion	34	34	34	33	30
Food/Cooking	53	52	53	52	53
Home Design/Furnishings/Gardening	39	38	38	38	29
Movie Listings and Reviews	39	39	40	39	32
Science and Technology	25	24	24	23	18
Sports	33	34	34	34	32
Travel	37	34	33	33	22
TV Listings	28	30	31	32	41
Advertisements	41	41	42	43	44
Circulars/Inserts/Fliers	50	50	49	49	43
Classified Advertising	31	36	37	37	46
Any Advertising	67	68	69	69	72
Average Weekday Audience (000)	16,415	25,595	30,067	34,906	12,512

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Women by Occupation

Daily Newspaper Sections Read	Management/Business Financial Operations	Professional Occupations	Sales & Office Occupations
Main News/Front Page	91%	92%	89%
International/National News	56	57	46
Local News	89	88	85
Business/Finance	47	37	33
Comics	29	32	38
Editorial Page	42	47	37
Entertainment/Lifestyle	61	63	55
Fashion	29	33	31
Food/Cooking	49	50	48
Home Design/Furnishings/Gardening	37	40	30
Movie Listings and Reviews	37	42	36
Science and Technology	25	29	18
Sports	30	32	33
Travel	33	36	26
TV Listings	27	28	26
Advertisements	34	38	46
Circulars/Inserts/Fliers	50	47	48
Classified Advertising	28	36	46
Any Advertising	65	67	73
Average Weekday Audience (000)	4,298	7,404	8,772

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Women by Employment Status

Daily Newspaper Sections Read	Employed	Not Employed	Retired
Main News/Front Page	89%	87%	93%
International/National News	49	53	61
Local News	86	89	93
Business/Finance	34	36	43
Comics	35	45	50
Editorial Page	38	50	62
Entertainment/Lifestyle	57	53	58
Fashion	30	35	39
Food/Cooking	48	58	66
Home Design/Furnishings/Gardening	33	39	42
Movie Listings and Reviews	38	36	39
Science and Technology	21	23	26
Sports	32	36	39
Travel	29	31	36
TV Listings	28	42	50
Advertisements	41	46	49
Circulars/Inserts/Fliers	46	50	52
Classified Advertising	41	38	31
Any Advertising	70	70	68
Average Weekday Audience (000)	26,690	20,728	11,519

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Women by Wage Earner Status

Daily Newspaper Sections Read	Primary Wage Earner	Secondary Wage Earner	Sole Wage Earner
Main News/Front Page	89%	89%	87%
International/National News	48	48	50
Local News	85	86	87
Business/Finance	34	33	37
Comics	31	36	38
Editorial Page	35	38	40
Entertainment/Lifestyle	52	59	57
Fashion	29	29	32
Food/Cooking	46	50	49
Home Design/Furnishings/Gardening	32	32	34
Movie Listings and Reviews	38	37	38
Science and Technology	17	21	24
Sports	31	32	31
Travel	23	30	31
TV Listings	23	26	35
Advertisements	38	41	43
Circulars/Inserts/Fliers	44	47	47
Classified Advertising	39	40	43
Any Advertising	67	70	71
Average Weekday Audience (000)	6,168	12,536	7,985

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Women by Marital Status

Daily Newspaper Sections Read	Single	Married	Divorced/Separated/ Widowed
Main News/Front Page	78%	91%	89%
International/National News	40	53	54
Local News	79	89	89
Business/Finance	27	37	37
Comics	41	38	42
Editorial Page	26	46	47
Entertainment/Lifestyle	50	57	53
Fashion	34	31	33
Food/Cooking	38	56	55
Home Design/Furnishings/Gardening	22	39	37
Movie Listings and Reviews	40	36	38
Science and Technology	17	23	24
Sports	32	33	36
Travel	20	33	29
TV Listings	27	32	43
Advertisements	35	44	46
Circulars/Inserts/Fliers	33	53	47
Classified Advertising	45	38	39
Any Advertising	66	72	68
Average Weekday Audience (000)	8,308	26,903	12,206

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Women by Race

Daily Newspaper Sections Read	White	Black	Hispanic*
Main News/Front Page	90%	79%	75%
International/National News	54	33	45
Local News	90	82	74
Business/Finance	36	28	25
Comics	40	38	38
Editorial Page	47	25	28
Entertainment/Lifestyle	57	46	52
Fashion	32	35	39
Food/Cooking	54	46	45
Home Design/Furnishings/Gardening	37	27	29
Movie Listings and Reviews	37	38	35
Science and Technology	23	15	22
Sports	34	33	30
Travel	32	21	26
TV Listings	36	30	25
Advertisements	44	41	40
Circulars/Inserts/Fliers	50	39	31
Classified Advertising	38	54	37
Any Advertising	70	73	61
Average Weekday Audience (000)	38,949	5,472	3,309

Base: Daily Newspaper Readers

*Defined as Hispanic origin or descent

Source: Mediamark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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Section Readership Among Women by Metro Locality

Daily Newspaper Sections Read	MSA Central City	MSA Suburban	Non-MSA
Main News/Front Page	87%	88%	91%
International/National News	51	52	45
Local News	86	87	92
Business/Finance	36	37	28
Comics	40	39	42
Editorial Page	42	44	44
Entertainment/Lifestyle	56	58	42
Fashion	34	34	22
Food/Cooking	53	54	48
Home Design/Furnishings/Gardening	34	39	27
Movie Listings and Reviews	40	37	31
Science and Technology	22	23	15
Sports	32	34	34
Travel	31	32	21
TV Listings	35	34	30
Advertisements	42	43	44
Circulars/Inserts/Fliers	44	51	46
Classified Advertising	39	38	49
Any Advertising	69	70	73
Average Weekday Audience (000)	17,392	23,179	6,847

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

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Section Readership Among Women by Census Region

Daily Newspaper Sections Read	North East	South	North Central	West
Main News/Front Page	88%	86%	90%	88%
International/National News	52	47	51	55
Local News	89	89	86	85
Business/Finance	32	34	37	37
Comics	39	40	41	39
Editorial Page	44	41	47	41
Entertainment/Lifestyle	56	54	55	55
Fashion	34	34	31	28
Food/Cooking	52	53	54	49
Home Design/Furnishings/Gardening	36	34	37	35
Movie Listings and Reviews	38	34	39	40
Science and Technology	25	20	21	24
Sports	31	33	36	33
Travel	31	29	28	32
TV Listings	34	34	35	33
Advertisements	39	45	45	41
Circulars/Inserts/Fliers	49	49	51	40
Classified Advertising	37	43	43	32
Any Advertising	69	74	72	62
Average Weekday Audience (000)	9,883	16,072	12,253	9,210

Base: Daily Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

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NAA Marketing Department

John E. Kimball

Senior Vice President/Chief Marketing Officer

NAA Business Analysis & Research Department

James Conaghan

Vice President/Business Analysis and Research

William A. Johnson

Manager of Research and Product Development/Business Analysis and Research

David Asher

Manager/Business Analysis and Research

The information contained in this report was compiled by NAA's Business Analysis and Research Department. For more information, contact William A. Johnson, Manager of Research & Product Development, at (571) 366-1027.



Newspaper Association of America

4401 Wilson Boulevard, Suite 900, Arlington, VA 22203-1867
571.366.1000 Fax 571.366.1195

www.naa.org