

Introduction

Highlights

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Tables



Adults



Men



Women

TABLE NUMBER FOR

	Adults	Men	Women
Total Adults/Gender	1	1	1
Age	2	13	23
Education	3	14	24
Household Income	4	15	25
Occupation	5	16	26
Employment Status	6	17	27
Wage Earner Status	7	18	28
Marital Status	8	19	29
Race/Ethnicity	9	20	30
Number of People in Household	10	—	—
Locality	11	21	31
Census Region	12	22	32

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.

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 (**80%**). Women read as much [any] *advertising* as local news in the Sunday newspaper – both at **81%**.

Age Sunday newspaper readers 35-44 are twice as likely as those 18-24 to read *circulars/inserts/fliers* (**57%** vs. **26%**).

Education Sunday newspaper readers with high school diplomas are more likely to read *any advertising* (**77%**) than those with master's degrees (**68%**).

Household Income Sunday newspaper readers with household incomes under \$30,000 are more likely to read *classified advertising* (**47%**), than those with household incomes \$75,000+ (**36%**).

Occupation Sunday newspaper readers in production occupations are more likely to read the *sports* section (**65%**) than Sunday readers in professional occupations (**47%**). Sunday newspaper readers in professional occupations read the *entertainment/lifestyle* section (**56%**) more than those in production occupations (**32%**).

Employment Status Employed Sunday newspaper readers are more likely to read *classified advertising* than retired readers (**43%** vs. **33%**). Retired Sunday readers are much more likely to read the *editorial section* than employed readers (**56%** vs. **33%**).

Marital Status Married Sunday newspaper readers are much more likely than those who are single to read the *business/finance* section (**42%** vs. **26%**). Single Sunday newspaper readers are more likely than married readers to read *movie listings* and reviews (**35%** vs. **32%**).

Methodology

Sunday 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 aged 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 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.

Section Readership by Gender

Sunday Newspaper Sections Read	Adults	Men	Women
Main News/Front Page	84%	83%	85%
International/National News	52	56	48
Local News	80	80	81
Business/Finance	38	45	31
Comics	41	42	41
Editorial Page	37	36	37
Entertainment/Lifestyle	46	35	56
Fashion	22	10	33
Food/Cooking	38	24	51
Home Design/Furnishings/Gardening	30	21	39
Movie Listings and Reviews	34	30	37
Science & Technology	25	31	19
Sports	52	74	32
Travel	32	31	34
TV Listings	32	30	35
Advertisements	45	38	52
Circulars/Inserts/Fliers	52	40	63
Classified Advertising	42	41	43
Any Advertising	73	65	81
Average Sunday Audience (000)	113,350	53,950	59,400

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Age

Sunday Newspaper Sections Read	18-24	25-34	35-44	45-54	55-64	65+
Main News/Front Page	63%	76%	83%	87%	91%	91%
International/National News	27	39	46	54	63	63
Local News	60	73	79	82	87	88
Business/Finance	14	26	36	42	48	44
Comics	43	36	36	38	44	51
Editorial Page	9	18	28	39	50	56
Entertainment/Lifestyle	28	40	48	51	53	46
Fashion	17	17	18	22	28	26
Food/Cooking	19	26	34	42	49	45
Home Design/Furnishings/Gardening	10	21	28	36	39	34
Movie Listings and Reviews	32	31	34	35	38	32
Science & Technology	12	17	23	29	32	28
Sports	54	50	51	51	50	55
Travel	12	22	29	37	44	38
TV Listings	19	22	26	30	39	48
Advertisements	32	41	46	50	51	45
Circulars/Inserts/Fliers	26	46	57	56	59	53
Classified Advertising	43	49	46	45	42	30
Any Advertising	63	74	77	77	76	68
Average Sunday Audience (000)	9,941	16,367	21,154	23,801	18,579	23,509

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Education

Sunday Newspaper Sections Read	Master's Degree	Bachelor's Degree	Some College	High School Graduate
Main News/Front Page	92%	89%	84%	82%
International/National News	73	62	50	44
Local News	85	83	79	81
Business/Finance	53	53	36	29
Comics	38	38	43	43
Editorial Page	55	43	34	32
Entertainment/Lifestyle	61	54	45	42
Fashion	25	23	21	22
Food/Cooking	43	40	36	37
Home Design/Furnishings/Gardening	39	35	28	28
Movie Listings and Reviews	42	38	35	31
Science & Technology	37	33	23	19
Sports	52	54	54	52
Travel	48	42	30	27
TV Listings	33	30	30	36
Advertisements	43	44	46	48
Circulars/Inserts/Fliers	53	54	52	54
Classified Advertising	30	36	44	47
Any Advertising	68	71	74	77
Average Sunday Audience (000)	8,529	21,709	21,652	35,826

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Household Income

Sunday Newspaper Sections Read	HHI \$75K+	HHI \$50K+	HHI \$40K+	HHI \$30K+	HHI Under \$30K
Main News/Front Page	87%	86%	86%	85%	80%
International/National News	57	55	54	54	44
Local News	81	81	81	81	79
Business/Finance	47	44	42	41	25
Comics	36	38	39	40	47
Editorial Page	39	38	38	38	33
Entertainment/Lifestyle	50	50	49	48	39
Fashion	22	22	22	22	22
Food/Cooking	37	37	38	37	39
Home Design/Furnishings/Gardening	34	33	33	32	24
Movie Listings and Reviews	35	35	35	35	31
Science & Technology	29	28	27	27	19
Sports	54	54	54	54	44
Travel	40	37	36	35	24
TV Listings	26	28	29	30	40
Advertisements	43	45	45	46	45
Circulars/Inserts/Fliers	52	53	53	53	49
Classified Advertising	36	39	40	41	47
Any Advertising	71	73	72	73	75
Average Sunday Audience (000)	44,136	66,926	77,235	88,218	25,132

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Occupation

Sunday Newspaper Sections Read	Management/Business Financial Operations	Professional Occupations	Sales & Office Occupations	Production Occupations
Main News/Front Page	91%	90%	81%	80%
International/National News	62	59	45	41
Local News	84	81	77	79
Business/Finance	58	41	38	33
Comics	36	37	35	44
Editorial Page	42	42	30	28
Entertainment/Lifestyle	53	56	47	32
Fashion	21	24	23	14
Food/Cooking	37	40	37	26
Home Design/Furnishings/Gardening	36	35	30	21
Movie Listings and Reviews	37	39	32	30
Science & Technology	33	33	21	20
Sports	58	47	49	65
Travel	42	40	31	24
TV Listings	27	27	27	30
Advertisements	43	44	51	44
Circulars/Inserts/Fliers	54	55	56	46
Classified Advertising	37	38	44	45
Any Advertising	72	70	78	70
Average Sunday Audience (000)	12,518	15,928	18,698	3,651

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Employment Status

Sunday Newspaper Sections Read	Employed	Not Employed	Retired
Main News/Front Page	83%	85%	91%
International/National News	50	55	64
Local News	79	83	88
Business/Finance	39	36	45
Comics	38	47	51
Editorial Page	33	43	56
Entertainment/Lifestyle	46	47	48
Fashion	20	25	26
Food/Cooking	35	43	46
Home Design/Furnishings/Gardening	29	33	36
Movie Listings and Reviews	34	33	33
Science & Technology	25	24	29
Sports	54	49	54
Travel	32	33	39
TV Listings	27	41	48
Advertisements	45	47	47
Circulars/Inserts/Fliers	51	54	56
Classified Advertising	43	40	33
Any Advertising	73	73	70
Average Sunday Audience (000)	72,714	40,636	23,738

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Wage Earner Status

Sunday Newspaper Sections Read	Primary Wage Earner	Secondary Wage Earner	Sole Wage Earner
Main News/Front Page	83%	83%	84%
International/National News	52	46	52
Local News	80	77	80
Business/Finance	45	32	41
Comics	36	37	42
Editorial Page	33	30	36
Entertainment/Lifestyle	41	49	46
Fashion	15	22	22
Food/Cooking	30	39	36
Home Design/Furnishings/Gardening	27	31	30
Movie Listings and Reviews	33	35	35
Science & Technology	28	21	27
Sports	62	47	52
Travel	32	31	33
TV Listings	24	26	33
Advertisements	43	46	45
Circulars/Inserts/Fliers	46	54	52
Classified Advertising	41	43	45
Any Advertising	70	75	74
Average Sunday Audience (000)	23,961	27,278	21,475

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Marital Status

Sunday Newspaper Sections Read	Single	Married	Divorced/Separated/ Widowed
Main News/Front Page	73%	87%	86%
International/National News	39	55	54
Local News	69	83	84
Business/Finance	26	42	36
Comics	43	40	44
Editorial Page	20	41	42
Entertainment/Lifestyle	40	47	48
Fashion	19	21	27
Food/Cooking	27	39	46
Home Design/Furnishings/Gardening	18	33	33
Movie Listings and Reviews	35	32	37
Science & Technology	19	27	25
Sports	54	53	45
Travel	21	36	33
TV Listings	28	31	42
Advertisements	36	48	48
Circulars/Inserts/Fliers	38	55	57
Classified Advertising	44	41	43
Any Advertising	67	75	75
Average Sunday Audience (000)	23,146	68,825	21,380

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Race

Sunday Newspaper Sections Read	White	Black	Hispanic*
Main News/Front Page	86%	76%	71%
International/National News	54	37	45
Local News	82	79	69
Business/Finance	40	31	25
Comics	42	39	37
Editorial Page	40	22	20
Entertainment/Lifestyle	48	41	38
Fashion	22	25	22
Food/Cooking	39	35	32
Home Design/Furnishings/Gardening	32	26	23
Movie Listings and Reviews	34	33	30
Science & Technology	26	17	21
Sports	52	52	53
Travel	34	23	24
TV Listings	33	33	25
Advertisements	46	46	41
Circulars/Inserts/Fliers	54	47	36
Classified Advertising	41	53	33
Any Advertising	74	75	61
Average Sunday Audience (000)	92,255	12,721	9,289

Base: Sunday Newspaper Readers

*Defined as Hispanic origin or descent

Source: Mediarmark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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%	84%	82%	77%
International/National News	57	57	50	47	41
Local News	84	83	80	78	75
Business/Finance	41	43	36	35	27
Comics	45	45	40	37	36
Editorial Page	45	45	32	29	22
Entertainment/Lifestyle	50	48	48	45	36
Fashion	29	24	21	18	16
Food/Cooking	46	40	37	33	30
Home Design/Furnishings/Gardening	34	33	30	27	22
Movie Listings and Reviews	36	35	35	34	30
Science & Technology	27	28	24	23	17
Sports	48	53	52	52	52
Travel	36	38	31	26	23
TV Listings	43	36	29	26	24
Advertisements	44	47	46	46	42
Circulars/Inserts/Fliers	55	54	50	52	47
Classified Advertising	38	40	44	43	48
Any Advertising	71	73	74	75	74
Average Sunday Audience (000)	15,772	41,598	20,761	19,380	15,840

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Metro Locality

Sunday Newspaper Sections Read	MSA Central City	MSA Suburban	Non-MSA
Main News/Front Page	82%	85%	87%
International/National News	51	53	47
Local News	79	81	83
Business/Finance	37	40	29
Comics	42	40	47
Editorial Page	36	37	39
Entertainment/Lifestyle	47	48	36
Fashion	23	23	15
Food/Cooking	37	38	38
Home Design/Furnishings/Gardening	29	32	25
Movie Listings and Reviews	36	34	27
Science & Technology	24	26	21
Sports	50	53	51
Travel	31	35	22
TV Listings	33	32	30
Advertisements	45	46	44
Circulars/Inserts/Fliers	50	54	50
Classified Advertising	41	41	50
Any Advertising	71	74	78
Average Sunday Audience (000)	41,734	59,466	12,150

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership by Census Region

Sunday Newspaper Sections Read	Northeast	South	North Central	West
Main News/Front Page	86%	83%	85%	82%
International/National News	55	48	50	56
Local News	83	81	80	78
Business/Finance	38	36	38	39
Comics	39	42	42	42
Editorial Page	39	34	40	35
Entertainment/Lifestyle	51	44	45	46
Fashion	25	23	20	19
Food/Cooking	41	36	39	35
Home Design/Furnishings/Gardening	33	28	31	30
Movie Listings and Reviews	35	31	34	37
Science & Technology	28	23	23	27
Sports	50	52	54	51
Travel	35	29	31	36
TV Listings	34	32	33	31
Advertisements	42	44	50	44
Circulars/Inserts/Fliers	59	48	59	43
Classified Advertising	43	44	43	35
Any Advertising	75	73	78	65
Average Sunday Audience (000)	22,780	39,097	29,127	22,346

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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	59%	75%	82%	87%	91%	91%
International/National News	22	43	53	60	69	67
Local News	56	71	80	82	88	87
Business/Finance	16	34	44	53	58	51
Comics	39	36	37	39	47	52
Editorial Page	8*	18	28	40	52	56
Entertainment/Lifestyle	21	31	37	38	44	35
Fashion	3*	8	8	11	14	11
Food/Cooking	10*	17	22	27	32	26
Home Design/Furnishings/Gardening	6*	15	21	25	29	23
Movie Listings and Reviews	25	28	31	32	36	27
Science & Technology	16	23	31	36	40	32
Sports	76	72	75	75	73	74
Travel	11	22	28	37	41	35
TV Listings	19	21	25	29	38	41
Advertisements	25	34	39	41	45	36
Circulars/Inserts/Fliers	18	36	45	41	46	44
Classified Advertising	39	44	43	43	46	30
Any Advertising	55	67	69	67	67	60
Average Sunday Audience (000)	5,034	8,354	10,061	11,083	8,845	10,573

Base: Sunday Newspaper Readers

* Projections relatively unstable. Use with caution.

Source: Mediarmark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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	91%	90%	83%	79%
International/National News	75	67	53	47
Local News	83	83	78	79
Business/Finance	60	65	41	35
Comics	40	39	43	43
Editorial Page	54	45	33	28
Entertainment/Lifestyle	46	40	34	32
Fashion	10	10	8	10
Food/Cooking	25	26	23	23
Home Design/Furnishings/Gardening	28	26	18	19
Movie Listings and Reviews	35	32	30	28
Science & Technology	41	41	29	24
Sports	74	75	76	74
Travel	43	39	28	25
TV Listings	32	28	28	31
Advertisements	33	38	37	39
Circulars/Inserts/Fliers	39	43	37	43
Classified Advertising	28	34	42	47
Any Advertising	58	62	64	69
Average Sunday Audience (000)	4,153	10,922	10,016	16,751

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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	87%	86%	85%	85%	77%
International/National News	61	59	58	57	47
Local News	81	80	80	80	76
Business/Finance	57	52	51	49	28
Comics	36	39	40	41	48
Editorial Page	40	39	38	38	28
Entertainment/Lifestyle	37	37	37	36	31
Fashion	9	9	10	10	10
Food/Cooking	23	24	24	24	23
Home Design/Furnishings/Gardening	24	23	23	22	16
Movie Listings and Reviews	30	31	31	31	29
Science & Technology	35	34	33	33	22
Sports	76	76	76	76	67
Travel	37	34	34	32	24
TV Listings	25	27	27	28	36
Advertisements	37	38	38	38	36
Circulars/Inserts/Fliers	39	40	41	41	35
Classified Advertising	35	39	40	41	42
Any Advertising	62	64	64	65	64
Average Sunday Audience (000)	22,946	34,104	39,011	44,224	9,726

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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	90%	91%	80%	81%
International/National News	67	66	50	41
Local News	83	81	76	80
Business/Finance	68	51	51	34
Comics	37	38	33	43
Editorial Page	43	45	30	27
Entertainment/Lifestyle	42	41	36	29
Fashion	12	10	8	11*
Food/Cooking	26	24	21	21
Home Design/Furnishings/Gardening	28	22	21	16
Movie Listings and Reviews	32	33	29	31
Science & Technology	39	44	28	24
Sports	77	69	78	77
Travel	42	36	31	25
TV Listings	24	25	27	31
Advertisements	38	33	43	42
Circulars/Inserts/Fliers	43	41	41	39
Classified Advertising	37	31	41	43
Any Advertising	64	58	69	66
Average Sunday Audience (000)	7,268	6,544	7,384	2,672

Base: Sunday Newspaper Readers

* Projections relatively unstable. Use with caution.

Source: Mediamark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Men by Employment Status

Sunday Newspaper Sections Read	Employed	Not Employed	Retired
Main News/Front Page	82%	85%	91%
International/National News	53	61	68
Local News	79	82	87
Business/Finance	46	43	51
Comics	38	51	53
Editorial Page	33	45	54
Entertainment/Lifestyle	35	36	37
Fashion	9	11	12
Food/Cooking	23	26	28
Home Design/Furnishings/Gardening	21	22	25
Movie Listings and Reviews	30	30	28
Science & Technology	31	30	33
Sports	75	73	72
Travel	31	31	36
TV Listings	26	38	41
Advertisements	38	38	39
Circulars/Inserts/Fliers	40	41	46
Classified Advertising	41	40	35
Any Advertising	65	64	64
Average Sunday Audience (000)	37,978	15,972	11,196

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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	83%	80%	83%
International/National News	55	47	56
Local News	81	74	80
Business/Finance	50	39	48
Comics	36	38	42
Editorial Page	34	29	35
Entertainment/Lifestyle	35	33	36
Fashion	9	7	12
Food/Cooking	23	20	25
Home Design/Furnishings/Gardening	21	18	22
Movie Listings and Reviews	29	30	32
Science & Technology	32	27	33
Sports	76	77	71
Travel	32	25	33
TV Listings	24	24	31
Advertisements	38	37	39
Circulars/Inserts/Fliers	39	37	42
Classified Advertising	39	44	42
Any Advertising	65	64	67
Average Sunday Audience (000)	16,304	10,131	11,543

Base: Sunday Newspaper Readers

Source: Mediarmark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Men by Marital Status

Sunday Newspaper Sections Read	Single	Married	Divorced/Separated/ Widowed
Main News/Front Page	72%	87%	84%
International/National News	39	61	58
Local News	67	83	83
Business/Finance	29	52	40
Comics	43	41	44
Editorial Page	19	42	39
Entertainment/Lifestyle	34	36	37
Fashion	10	9	13
Food/Cooking	18	25	28
Home Design/Furnishings/Gardening	14	24	22
Movie Listings and Reviews	32	29	33
Science & Technology	24	33	33
Sports	74	74	72
Travel	21	34	32
TV Listings	26	29	37
Advertisements	31	40	38
Circulars/Inserts/Fliers	29	43	44
Classified Advertising	41	40	45
Any Advertising	60	66	67
Average Sunday Audience (000)	12,340	34,758	6,852

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Men by Race

Sunday Newspaper Sections Read	White	Black	Hispanic*
Main News/Front Page	86%	71%	69%
International/National News	58	41	48
Local News	81	75	69
Business/Finance	48	36	32
Comics	44	37	33
Editorial Page	40	20	18
Entertainment/Lifestyle	37	30	31
Fashion	10	12	8
Food/Cooking	24	21	20
Home Design/Furnishings/Gardening	22	18	16
Movie Listings and Reviews	31	30	25
Science & Technology	33	22	25
Sports	74	80	73
Travel	32	24	22
TV Listings	31	28	23
Advertisements	38	40	33
Circulars/Inserts/Fliers	42	33	28
Classified Advertising	41	46	32
Any Advertising	66	65	55
Average Sunday Audience (000)	43,874	5,534	4,995

Base: Sunday Newspaper Readers

*Defined as Hispanic origin or descent

Source: Mediarmark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Men by Metro Locality

Sunday Newspaper Sections Read	MSA Central City	MSA Suburban	Non-MSA
Main News/Front Page	81%	84%	84%
International/National News	55	57	50
Local News	78	80	81
Business/Finance	43	49	35
Comics	42	41	48
Editorial Page	35	37	41
Entertainment/Lifestyle	36	36	30
Fashion	11	10	8*
Food/Cooking	24	24	23
Home Design/Furnishings/Gardening	20	22	18
Movie Listings and Reviews	32	30	27
Science & Technology	30	33	27
Sports	74	75	71
Travel	30	33	24
TV Listings	29	30	29
Advertisements	37	39	38
Circulars/Inserts/Fliers	37	42	39
Classified Advertising	38	40	54
Any Advertising	62	66	71
Average Sunday Audience (000)	19,464	28,742	5,744

Base: Sunday Newspaper Readers

*Projections relatively unstable. Use with caution.

Source: Mediamark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Men by Census Region

Sunday Newspaper Sections Read	Northeast	South	North Central	West
Main News/Front Page	86%	82%	84%	82%
International/National News	61	54	51	59
Local News	84	79	78	78
Business/Finance	48	45	43	46
Comics	41	42	43	42
Editorial Page	41	34	38	34
Entertainment/Lifestyle	40	33	35	36
Fashion	13	10	9	9
Food/Cooking	28	22	23	23
Home Design/Furnishings/Gardening	24	20	20	21
Movie Listings and Reviews	34	28	30	31
Science & Technology	35	29	29	32
Sports	74	75	77	69
Travel	34	28	30	33
TV Listings	32	29	31	27
Advertisements	36	37	42	36
Circulars/Inserts/Fliers	46	35	48	33
Classified Advertising	43	43	41	34
Any Advertising	67	64	70	58
Average Sunday Audience (000)	10,733	18,445	13,921	10,851

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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	67%	78%	83%	88%	91%	90%
International/National News	32	35	40	49	58	60
Local News	64	75	78	82	87	89
Business/Finance	13	19	28	33	39	38
Comics	47	35	34	37	42	50
Editorial Page	9*	19	28	38	48	57
Entertainment/Lifestyle	34	50	58	62	61	56
Fashion	31	27	27	31	40	39
Food/Cooking	28	34	45	55	64	61
Home Design/Furnishings/Gardening	14	27	34	46	49	44
Movie Listings and Reviews	40	33	36	38	40	37
Science & Technology	8*	12	15	23	25	25
Sports	31	27	30	31	29	39
Travel	13	21	30	38	45	40
TV Listings	19	24	27	31	40	54
Advertisements	38	48	52	57	57	53
Circulars/Inserts/Fliers	35	56	67	69	71	61
Classified Advertising	46	54	48	46	40	30
Any Advertising	72	82	85	85	84	74
Average Sunday Audience (000)	4,907	8,013	11,092	12,718	9,734	12,935

Base: Sunday Newspaper Readers

*Projections relatively unstable. Use with caution.

Source: Mediarmark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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%	89%	85%	85%
International/National News	71	57	47	41
Local News	88	83	79	82
Business/Finance	46	40	31	24
Comics	36	37	43	43
Editorial Page	55	40	35	35
Entertainment/Lifestyle	76	67	55	50
Fashion	40	35	32	33
Food/Cooking	60	54	48	49
Home Design/Furnishings/Gardening	50	45	37	36
Movie Listings and Reviews	50	44	39	34
Science & Technology	33	25	19	15
Sports	32	33	34	32
Travel	53	44	31	29
TV Listings	34	33	31	39
Advertisements	52	49	54	55
Circulars/Inserts/Fliers	66	65	65	63
Classified Advertising	32	37	46	46
Any Advertising	77	80	83	83
Average Sunday Audience (000)	4,376	10,787	11,636	19,075

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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	88%	87%	86%	86%	82%
International/National News	53	51	51	50	42
Local News	82	81	82	81	80
Business/Finance	37	35	34	33	23
Comics	35	37	37	39	46
Editorial Page	37	37	37	38	35
Entertainment/Lifestyle	65	62	61	60	43
Fashion	35	35	34	34	29
Food/Cooking	52	52	52	51	49
Home Design/Furnishings/Gardening	44	43	43	42	29
Movie Listings and Reviews	40	39	39	39	32
Science & Technology	22	21	21	20	16
Sports	31	32	32	32	30
Travel	43	39	38	37	24
TV Listings	28	30	31	32	42
Advertisements	51	53	53	53	50
Circulars/Inserts/Fliers	65	66	65	64	58
Classified Advertising	37	40	40	41	50
Any Advertising	80	82	81	81	81
Average Sunday Audience (000)	21,190	32,822	38,224	43,994	15,407

Base: Sunday Newspaper Readers

Source: Mediamark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Women by Occupation

Sunday Newspaper Sections Read	Management/Business Financial Operations	Professional Occupations	Sales & Office Occupations
Main News/Front Page	92%	89%	81%
International/National News	54	55	41
Local News	85	81	77
Business/Finance	45	33	29
Comics	35	37	37
Editorial Page	41	40	30
Entertainment/Lifestyle	69	66	54
Fashion	34	34	33
Food/Cooking	53	52	47
Home Design/Furnishings/Gardening	46	44	35
Movie Listings and Reviews	43	44	35
Science & Technology	24	25	16
Sports	31	31	30
Travel	42	42	30
TV Listings	31	29	27
Advertisements	49	52	56
Circulars/Inserts/Fliers	69	64	66
Classified Advertising	36	43	46
Any Advertising	83	79	84
Average Sunday Audience (000)	5,250	9,384	11,314

Base: Sunday Newspaper Readers

Source: Mediarmark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Women by Employment Status

Sunday Newspaper Sections Read	Employed	Not Employed	Retired
Main News/Front Page	84%	85%	91%
International/National News	46	51	60
Local News	79	84	89
Business/Finance	30	31	39
Comics	38	45	50
Editorial Page	33	43	57
Entertainment/Lifestyle	57	54	59
Fashion	32	34	39
Food/Cooking	48	54	63
Home Design/Furnishings/Gardening	38	39	46
Movie Listings and Reviews	39	35	38
Science & Technology	19	20	26
Sports	31	33	37
Travel	33	34	42
TV Listings	29	43	54
Advertisements	52	53	54
Circulars/Inserts/Fliers	64	62	64
Classified Advertising	45	41	32
Any Advertising	82	79	76
Average Sunday Audience (000)	34,736	24,664	12,541

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

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%	85%	85%
International/National News	44	45	48
Local News	78	79	81
Business/Finance	34	27	33
Comics	37	36	42
Editorial Page	31	31	37
Entertainment/Lifestyle	54	58	58
Fashion	29	31	34
Food/Cooking	46	50	48
Home Design/Furnishings/Gardening	37	38	38
Movie Listings and Reviews	40	38	39
Science & Technology	17	18	21
Sports	31	30	31
Travel	32	34	34
TV Listings	25	27	36
Advertisements	53	52	53
Circulars/Inserts/Fliers	62	64	64
Classified Advertising	44	43	48
Any Advertising	81	82	83
Average Sunday Audience (000)	7,658	17,147	9,932

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Women by Marital Status

Sunday Newspaper Sections Read	Single	Married	Divorced/Separated/ Widowed
Main News/Front Page	75%	87%	87%
International/National News	38	50	52
Local News	72	83	85
Business/Finance	22	32	34
Comics	44	38	44
Editorial Page	21	39	43
Entertainment/Lifestyle	48	59	53
Fashion	30	33	33
Food/Cooking	37	54	54
Home Design/Furnishings/Gardening	23	43	39
Movie Listings and Reviews	39	36	39
Science & Technology	14	20	22
Sports	32	31	32
Travel	22	38	34
TV Listings	29	33	45
Advertisements	41	56	52
Circulars/Inserts/Fliers	47	67	63
Classified Advertising	47	42	42
Any Advertising	74	84	79
Average Sunday Audience (000)	10,806	34,067	14,528

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Women by Race

Sunday Newspaper Sections Read	White	Black	Hispanic*
Main News/Front Page	86%	80%	73%
International/National News	51	34	41
Local News	83	82	70
Business/Finance	32	28	18
Comics	41	41	41
Editorial Page	40	23	22
Entertainment/Lifestyle	58	49	46
Fashion	32	36	38
Food/Cooking	53	46	46
Home Design/Furnishings/Gardening	40	31	32
Movie Listings and Reviews	37	36	36
Science & Technology	21	14	16
Sports	32	30	29
Travel	36	23	27
TV Listings	36	36	27
Advertisements	53	51	49
Circulars/Inserts/Fliers	65	58	45
Classified Advertising	41	58	34
Any Advertising	82	83	68
Average Sunday Audience (000)	48,382	7,187	4,294

Base: Sunday Newspaper Readers

*Defined as Hispanic origin or descent

Source: Mediarmark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Women by Metro Locality

Sunday Newspaper Sections Read	MSA Central City	MSA Suburban	Non-MSA
Main News/Front Page	84%	85%	89%
International/National News	47	49	44
Local News	80	81	84
Business/Finance	31	32	24
Comics	42	39	46
Editorial Page	37	37	38
Entertainment/Lifestyle	56	59	41
Fashion	34	35	21
Food/Cooking	49	52	51
Home Design/Furnishings/Gardening	36	42	30
Movie Listings and Reviews	40	37	28
Science & Technology	20	20	15
Sports	30	32	34
Travel	33	37	20
TV Listings	37	34	31
Advertisements	53	53	50
Circulars/Inserts/Fliers	61	65	60
Classified Advertising	43	43	46
Any Advertising	79	82	84
Average Sunday Audience (000)	22,270	30,724	6,406

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

Section Readership Among Women by Census Region

Sunday Newspaper Sections Read	Northeast	South	North Central	West
Main News/Front Page	86%	85%	86%	82%
International/National News	50	43	50	53
Local News	83	83	81	77
Business/Finance	29	29	33	33
Comics	37	42	41	43
Editorial Page	37	34	41	35
Entertainment/Lifestyle	60	53	55	56
Fashion	36	34	31	29
Food/Cooking	53	50	54	47
Home Design/Furnishings/Gardening	41	35	41	39
Movie Listings and Reviews	37	34	38	42
Science & Technology	22	17	18	22
Sports	29	31	32	33
Travel	37	30	33	38
TV Listings	36	34	36	34
Advertisements	48	51	58	52
Circulars/Inserts/Fliers	70	60	69	52
Classified Advertising	43	45	45	36
Any Advertising	82	81	86	73
Average Sunday Audience (000)	12,047	20,652	15,206	11,495

Base: Sunday Newspaper Readers

Source: Mediemark Research Inc., Fall 2007

Prepared by NAA Business Analysis & Research Dept.

2008

Sunday Newspaper Section Readership Report

HOME

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