

Daily Star Tribune Average Issue Reader Profile

		Metro Adults	% Metro Adults	Number of Readers	% of Readers	Average Issue Reach	Index
	Total Adults	2,414,818	100	706,639	100	29	100
Gender	Men	1,183,576	49	385,954	55	33	111
	Women	1,231,242	51	320,685	45	26	89
Age	Age 18-24	305,825	13	54,427	8	18	61
	Age 25-34	440,230	18	79,987	11	18	62
	Age 35-44	506,805	21	134,766	19	27	91
	Age 45-54	494,786	21	170,630	24	35	118
	Age 55-64	337,528	14	119,512	17	35	121
	Age 65+	329,644	14	147,317	21	45	153
	Median Age	43		50			
HHI	Less than \$25,000	220,988	9	55,029	8	25	85
	Income \$25,000-\$34,999	187,553	8	47,097	7	25	86
	Income \$35,000-\$49,999	396,566	16	105,251	15	27	91
	Income \$50,000-\$74,999	479,315	20	121,475	17	25	87
	Income \$75,000+	1,130,396	47	377,787	54	33	114
	Median HH Income	\$70,982		\$78,987			
Education	High School or Less	834,548	35	205,531	29	25	84
	Some College	798,406	33	220,604	31	28	94
	College Graduate Plus	781,864	32	280,504	40	36	123
Marital Status	Married	1,418,224	59	419,567	59	30	101
	Never Married	648,732	27	156,939	22	24	83
	Widowed/Sep/Div	347,862	14	130,133	18	37	128
Household Size	One	335,602	14	108,328	15	32	110
	Two	707,763	29	250,320	35	35	121
	Three or More	1,371,453	57	347,991	49	25	87
Children Present	Children - Yes	1,002,684	42	220,590	31	22	75
	Children - No	1,412,134	59	486,049	69	34	118
Occupation	Professional/Mgrl/Technical	819,695	34	260,473	37	32	109
	Sales/Office	414,391	17	98,893	14	24	82
	Blue Collar	561,491	23	121,264	17	22	74
Race	White	1,993,661	83	621,295	88	31	106
	Black/African American	127,187	5	38,069	5	30	102
	Asian	68,311	3	10,417	2	15	52
	Other	93,911	4	26,404	4	28	96
	Hispanic*	131,748	6	10,454	2	8	27
Own/Rent	Own	1,878,804	78	598,348	85	32	109
	Rent/Other	536,014	22	108,291	15	20	69

*Hispanic is not a racial group, members can be of different racial backgrounds

Source: Scarborough Research Corporation 2008 (R1) Mpls/St. Paul CBSA

Sunday Star Tribune Average Issue Reader Profile

		Metro Adults	% Metro Adults	Number of Readers	% of Readers	Average Issue Reach	Index
	Total Adults	2,414,818	100	1,116,465	100	46	100
Gender	Men	1,183,576	49	532,539	48	45	97
	Women	1,231,242	51	583,926	52	47	103
Age	Age 18-24	305,825	13	83,421	8	27	59
	Age 25-34	440,230	18	150,700	14	34	74
	Age 35-44	506,805	21	238,680	21	47	102
	Age 45-54	494,786	21	268,262	24	54	117
	Age 55-64	337,528	14	187,628	17	56	120
	Age 65+	329,644	14	187,774	17	57	123
	Median Age	43		48			
HHI	Less than \$25,000	220,988	9	90,395	8	41	88
	Income \$25,000-\$34,999	187,553	8	61,286	6	33	71
	Income \$35,000-\$49,999	396,566	16	187,318	17	47	102
	Income \$50,000-\$74,999	479,315	20	194,931	18	41	88
	Income \$75,000+	1,130,396	47	582,535	52	52	111
		Median HH Income	\$70,982		\$77,340		
Education	High School or Less	834,548	35	350,061	31	42	91
	Some College	798,406	33	351,851	32	44	95
	College Graduate Plus	781,864	32	414,553	37	53	115
Marital Status	Married	1,418,224	59	730,949	66	52	111
	Never Married	648,732	27	237,695	21	37	79
	Widowed/Sep/Div	347,862	14	147,821	13	43	92
Household Size	One	335,602	14	152,463	14	45	98
	Two	707,763	29	361,454	32	51	110
	Three or More	1,371,453	57	602,548	54	44	95
Children Present	Children - Yes	1,002,684	42	426,865	38	43	92
	Children - No	1,412,134	59	689,600	62	49	106
Occupation	Professional/Mgrl/Technical	819,695	34	380,047	34	46	100
	Sales/Office	414,391	17	194,353	17	47	101
	Blue Collar	561,491	23	210,128	19	37	81
Race	White	1,993,661	83	994,760	89	50	108
	Black/African American	127,187	5	48,145	4	38	82
	Asian	68,311	3	15,984	1	23	51
	Other	93,911	4	29,941	3	32	69
	Hispanic*	131,748	6	27,635	3	21	45
Own/Rent	Own	1,878,804	78	950,052	85	51	109
	Rent/Other	536,014	22	166,413	15	31	67

*Hispanic is not a racial group, members can be of different racial backgrounds

Source: Scarborough Research Corporation 2008 (R1) Mpls/St. Paul CBSA