

# StarTribune.com Visitors Are Desirable Consumers

*Minneapolis-St. Paul Adults Who Visited StarTribune.com in Past 30 Days*

		StarTribune.com % Audience Composition		Index
	Target			
<b>Gender</b>	Male	50%		102
	Female	50%		98
<b>Age</b>	18-24	11%		89
	25-34	25%		136
	35-44	24%		114
	45-54	24%		118
<b>HH Income</b>	\$50,000+	73%		120
	\$75,000+	49%		134
	\$100,000+	32%		114
<b>Occupation</b>	Professional/Technical	23%		152
	Proprietor/Managerial	21%		148
	Clerical/Sales Worker	19%		117
<b>Education</b>	1+ College Degrees	57%		146

Source: The Media Audit March – April 2008