

Daily Star Tribune Average Issue Reader Profile

		Metro Adults	% Metro Adults	Daily Star Tribune Readers	% Daily Star Tribune Readers	Average Issue Reach	Index
	Total Adults	2,434,138	100	686,812	100	28%	100
Gender	Men	1,194,971	49	373,957	54	31%	111
	Women	1,239,167	51	312,855	46	25%	89
Age	Age 18-24	301,931	12	59,501	9	20%	70
	Age 25-34	437,818	18	78,989	12	18%	64
	Age 35-44	497,994	21	115,628	17	23%	82
	Age 45-54	504,604	21	144,623	21	29%	102
	Age 55-64	354,398	15	132,004	19	37%	132
	Age 65+	337,393	14	156,067	23	46%	164
	Median Age	44		51			
HHI	Less than \$25,000	202,477	8	28,440	4	14%	50
	Income \$25,000-\$34,999	188,920	8	28,759	4	15%	54
	Income \$35,000-\$49,999	502,659	21	169,189	25	34%	119
	Income \$50,000-\$74,999	438,963	18	115,243	17	26%	93
	Income \$75,000+	1,101,119	45	345,181	50	31%	111
	Median HH Income	\$68,396		\$75,366			
Education	High school or less	818,040	34	195,246	28	24%	85
	Some college	809,253	33	237,092	35	29%	104
	College graduate plus	806,845	33	254,474	37	32%	112
Marital Status	Married	1,481,483	61	439,641	64	30%	105
	Never Married (single)	638,114	26	156,646	23	25%	87
	Widowed/Sep/Div	314,541	13	90,525	13	29%	102
HH Size	One	343,205	14	99,597	15	29%	103
	Two	711,503	29	254,101	37	36%	127
	Three or more	1,379,430	57	333,114	49	24%	86
Children	Children - Yes	1,028,257	42	189,039	28	18%	65
	Children - No	1,405,881	58	497,773	73	35%	125
Occupation	Professional/Mgrl/Technical	734,303	30	204,083	30	28%	99
	Sales/Office	425,849	18	104,385	15	25%	87
	Blue Collar	508,548	21	123,818	18	24%	86
Race	White	2,210,879	91	658,314	96	30%	106
	Black/African American	109,263	5	11,744	2	11%	38
	Asian	56,997	2	2,736	0	5%	17
	Other	56,999	2	14,018	2	25%	87
	Hispanic*	110,806	5	7,109	1	6%	23
Own/Rent	Own	1,896,001	78	576,854	84	30%	108
	Rent/other	538,137	22	109,958	16	20%	72

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

Source: Scarborough Research Corporation 2009 (R1) Mpls/St. Paul CBSA

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