

Sunday Star Tribune Average Issue Reader Profile

		Metro Adults	% Metro Adults	Sunday Star Tribune Readers	% Sunday Star Tribune Readers	Average Issue Reach	Index
	Total Adults	2,434,138	100	1,038,253	100	43%	100
Gender	Men	1,194,971	49	463,128	45	39%	91
	Women	1,239,167	51	575,125	55	46%	109
Age	Age 18-24	301,931	12	89,745	9	30%	70
	Age 25-34	437,818	18	150,575	15	34%	81
	Age 35-44	497,994	21	203,530	20	41%	96
	Age 45-54	504,604	21	233,898	23	46%	109
	Age 55-64	354,398	15	175,235	17	49%	116
	Age 65+	337,393	14	185,270	18	55%	129
	Median Age	44		48			
HHI	Less than \$25,000	202,477	8	65,741	6	32%	76
	Income \$25,000-\$34,999	188,920	8	56,039	5	30%	70
	Income \$35,000-\$49,999	502,659	21	178,375	17	35%	83
	Income \$50,000-\$74,999	438,963	18	203,824	20	46%	109
	Income \$75,000+	1,101,119	45	534,274	52	49%	114
	Median HH Income	\$68,396		\$76,733			
Education	High school or less	818,040	34	332,251	32	41%	95
	Some college	809,253	33	312,899	30	39%	91
	College graduate plus	806,845	33	393,103	38	49%	114
Marital Status	Married	1,481,483	61	654,332	63	44%	104
	Never Married (single)	638,114	26	254,655	25	40%	94
	Widowed/Sep/Div	314,541	13	129,266	13	41%	96
Household Size	One	343,205	14	140,449	14	41%	96
	Two	711,503	29	356,913	34	50%	118
	Three or more	1,379,430	57	540,891	52	39%	92
Children	Children - Yes	1,028,257	42	394,454	38	38%	90
	Children - No	1,405,881	58	643,799	62	46%	107
Occupation	Professional/Mgrl/Technical	734,303	30	315,537	30	43%	101
	Sales/Office	425,849	18	188,825	18	44%	104
	Blue Collar	508,548	21	172,364	17	34%	79
Race	White	2,210,879	91	973,098	94	44%	103
	Black/African American	109,263	5	28,639	3	26%	61
	Asian	56,997	2	9,582	1	17%	39
	Other	56,999	2	26,934	3	47%	111
	Hispanic*	110,806	5	11,531	1	10%	24
Own/Rent	Own	1,896,001	78	875,272	84	46%	108
	Rent/other	538,137	22	162,981	16	30%	71

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

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

