

The News Tribune Reader Profile - Daily

Of the 592,719 Pierce County adults...

- 37% are daily News Tribune readers
- 49% are Sunday News Tribune readers
- 63% have read The News Tribune over the past week*

Profile of Adults	Pierce County		Daily Reader		Index
BASE	592,719	100%	218,770	100%	100
GENDER					
Men	292,585	49%	112,330	51%	104
Women	300,134	51%	106,440	49%	96
AGE					
18-24	81,275	14%	14,335	7%	48
25-34	109,848	19%	29,736	14%	73
35-44	116,027	20%	37,321	17%	87
45-54	115,881	20%	41,484	19%	97
55-64	83,690	14%	36,186	17%	117
65 or older	85,998	15%	59,708	27%	188
HOUSEHOLD INCOME					
Under \$25,000	52,182	9%	18,660	9%	97
\$25,000 - \$39,999	111,601	19%	42,375	19%	103
\$40,000 - \$49,999	59,941	10%	17,826	8%	81
\$50,000 - \$74,999	135,893	23%	43,541	20%	87
\$75,000 and over	233,102	39%	96,368	44%	112
EDUCATION					
HS graduate	202,351	34%	79,817	36%	107
Some college	217,727	37%	74,556	34%	93
College graduate	119,679	20%	51,674	24%	117
HOME OWNERSHIP					
Own	423,934	72%	179,548	82%	115
Rent	143,740	24%	35,103	16%	66
HOUSEHOLD STATUS					
Married	360,621	61%	137,811	63%	104
Single never married	133,614	23%	37,909	17%	77
Children in household	261,663	44%	64,024	29%	66

Source: Scarborough Research 2008 Release 2, Pierce County Market.

Note: May not add up to 100% due to unreported.

* past week = 5 daily issue cume/average issue Sunday

The News Tribune Reader Profile - Sunday

Of the 592,719 Pierce County adults...

- 37% are daily News Tribune readers
- 49% are Sunday News Tribune readers
- 63% have read The News Tribune over the past week*

Profile of Adults	Pierce County		Sunday Reader		Index
BASE	592,719	100%	291,668	100%	100
GENDER					
Men	292,585	49%	135,350	46%	94
Women	300,134	51%	156,318	54%	106
AGE					
18-24	81,275	14%	34,672	12%	87
25-34	109,848	19%	43,232	15%	80
35-44	116,027	20%	52,512	18%	92
45-54	115,881	20%	50,718	17%	89
55-64	83,690	14%	44,559	15%	108
65 or older	85,998	15%	65,975	23%	156
HOUSEHOLD INCOME					
Under \$25,000	52,182	9%	22,642	8%	88
\$25,000 - \$39,999	111,601	19%	53,010	18%	97
\$40,000 - \$49,999	59,941	10%	23,694	8%	80
\$50,000 - \$74,999	135,893	23%	65,540	22%	98
\$75,000 and over	233,102	39%	126,782	43%	111
EDUCATION					
HS graduate	202,351	34%	98,277	34%	99
Some college	217,727	37%	115,271	40%	108
College graduate	119,679	20%	61,315	21%	104
HOME OWNERSHIP					
Own	423,934	72%	218,085	75%	105
Rent	143,740	24%	55,721	19%	79
HOUSEHOLD STATUS					
Married	360,621	61%	173,824	60%	98
Single never married	133,614	23%	66,468	23%	101
Children in household	261,663	44%	110,600	38%	86

Source: Scarborough Research 2008 Release 2, Pierce County Market.

Note: May not add up to 100% due to unreported.

* past week = 5 daily issue cume/average issue Sunday

The News Tribune Reader Profile - Past Week

Of the 592,719 Pierce County adults...

- 37% are daily News Tribune readers
- 49% are Sunday News Tribune readers
- 63% have read The News Tribune over the past week*

Profile of Adults	Pierce County	Past Week* Reader	Index
BASE	592,719 100%	374,382 100%	100
GENDER			
Men	292,585 49%	183,126 49%	99
Women	300,134 51%	191,256 51%	101
AGE			
18-24	81,275 14%	46,512 12%	91
25-34	109,848 19%	61,878 17%	89
35-44	116,027 20%	67,500 18%	92
45-54	115,881 20%	69,554 19%	95
55-64	83,690 14%	56,284 15%	106
65 or older	85,998 15%	72,654 19%	134
HOUSEHOLD INCOME			
Under \$25,000	52,182 9%	26,937 7%	82
\$25,000 - \$39,999	111,601 19%	74,045 20%	105
\$40,000 - \$49,999	59,941 10%	30,772 8%	81
\$50,000 - \$74,999	135,893 23%	89,969 24%	105
\$75,000 and over	233,102 39%	152,659 41%	104
EDUCATION			
HS graduate	202,351 34%	124,918 33%	98
Some college	217,727 37%	150,564 40%	109
College graduate	119,679 20%	79,477 21%	105
HOME OWNERSHIP			
Own	423,934 72%	276,368 74%	103
Rent	143,740 24%	79,842 21%	88
HOUSEHOLD STATUS			
Married	360,621 61%	228,847 61%	100
Single never married	133,614 23%	78,844 21%	93
Children in household	261,663 44%	150,143 40%	91

Source: Scarborough Research 2008 Release 2, Pierce County Market.

Note: May not add up to 100% due to unreported.

* past week = 5 daily issue cume/average issue Sunday

The News Tribune/thenewstribune.com Profile - Past Week (print/online)

Of the 592,719 Pierce County adults...

• 66% have read The News Tribune over the past week (print/online)*

Profile of Adults	Pierce County		Past Week* Print/Online		Index
BASE	592,719	100%	390,968	100%	100
GENDER					
Men	292,585	49%	192,241	49%	100
Women	300,134	51%	198,727	51%	100
AGE					
18-24	81,275	14%	46,512	12%	87
25-34	109,848	19%	68,513	18%	95
35-44	116,027	20%	69,618	18%	91
45-54	115,881	20%	75,537	19%	99
55-64	83,690	14%	58,134	15%	105
65 or older	85,998	15%	72,654	19%	128
HOUSEHOLD INCOME					
Under \$25,000	52,182	9%	27,563	7%	80
\$25,000 - \$39,999	111,601	19%	77,207	20%	105
\$40,000 - \$49,999	59,941	10%	30,772	8%	78
\$50,000 - \$74,999	135,893	23%	97,047	25%	108
\$75,000 and over	233,102	39%	158,379	41%	103
EDUCATION					
HS graduate	202,351	34%	131,047	34%	98
Some college	217,727	37%	156,983	40%	109
College graduate	119,679	20%	82,705	21%	105
HOME OWNERSHIP					
Own	423,934	72%	289,771	74%	104
Rent	143,740	24%	83,025	21%	88
HOUSEHOLD STATUS					
Married	360,621	61%	240,064	61%	101
Single never married	133,614	23%	83,102	21%	94
Children in household	261,663	44%	159,740	41%	93

Source: Scarborough Research 2008 Release 2, Pierce County Market.

Note: May not add up to 100% due to unreported.

* past week = 5 daily issue cume/average issue Sunday print plus past 7 days online

thenewstribune.com visitor profiles - Past 30 Days

Of the 592,719 Pierce County adults...

• 19.2% are past 30 days thenewstribune.com visitors

Profile of Adults	Pierce County	TNT.com Past 30 Days	Index
BASE	592,719 100%	113,749 100%	100
GENDER			
Men	292,585 49%	59,486 52%	106
Women	300,134 51%	54,263 48%	94
AGE			
18-24	81,275 14%	22,060 19%	141
25-34	109,848 19%	23,909 21%	113
35-44	116,027 20%	22,341 20%	100
45-54	115,881 20%	23,866 21%	107
55-64	83,690 14%	11,523 10%	72
65 or older	85,998 15%	10,050 9%	61
HOUSEHOLD INCOME			
Under \$25,000	52,182 9%	3,074 3%	31
\$25,000 - \$39,999	111,601 19%	18,277 16%	85
\$40,000 - \$49,999	59,941 10%	9,274 8%	81
\$50,000 - \$74,999	135,893 23%	34,767 31%	133
\$75,000 and over	233,102 39%	48,357 43%	108
EDUCATION			
HS graduate	202,351 34%	22,179 19%	57
Some college	217,727 37%	56,687 50%	136
College graduate	119,679 20%	30,416 27%	132
HOME OWNERSHIP			
Own	423,934 72%	82,782 73%	102
Rent	143,740 24%	26,606 23%	96
HOUSEHOLD STATUS			
Married	360,621 61%	73,946 65%	107
Single never married	133,614 23%	23,307 20%	91
Children in household	261,663 44%	66,723 59%	133

Source: Scarborough Research 2008 Release 2, Pierce County Market.

Note: May not add up to 100% due to unreported.