

The News Tribune Reader Profile - Daily

Of the 613,251 Pierce County adults...

- **27% are daily News Tribune readers**
- **35% are Sunday News Tribune readers**
- **47% have read The News Tribune over the past week***
- **52% have read The News Tribune (print and online) over the past week****

Profile of Adults	Pierce County		Daily Reader		Index
BASE	613,251	100%	168,221	100%	100
GENDER					
Men	299,062	49%	72,240	43%	88
Women	314,189	51%	95,981	57%	111
AGE					
18-24	77,100	13%	7,661	5%	36
25-34	110,762	18%	9,105	5%	30
35-44	117,332	19%	23,444	14%	73
45-54	115,054	19%	32,569	19%	103
55-64	100,083	16%	44,075	26%	161
65 or older	92,920	15%	51,367	31%	202
HOUSEHOLD INCOME					
Under \$25,000	71,716	12%	14,305	9%	73
\$25,000 - \$49,999	185,150	30%	49,603	29%	98
\$50,000 - \$74,999	132,372	22%	35,138	21%	97
\$75,000 - \$99,999	97,460	16%	31,528	19%	118
\$100,000 and over	126,553	21%	37,647	22%	108
EDUCATION					
HS graduate	207,436	34%	46,260	27%	81
Some college	229,914	37%	62,720	37%	99
College graduate	129,989	21%	49,510	29%	139
HOME OWNERSHIP					
Own	432,675	71%	134,703	80%	113
Rent	159,211	26%	32,581	19%	75
HOUSEHOLD STATUS					
Married	361,127	59%	113,006	67%	114
Single never married	146,400	24%	25,681	15%	64
Children in household	270,315	44%	59,823	36%	81

Source: Scarborough Research 2010 Release 2, Pierce County Market.

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

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

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

The News Tribune Reader Profile - Sunday

Of the 613,251 Pierce County adults...

- **27% are daily News Tribune readers**
- **35% are Sunday News Tribune readers**
- **47% have read The News Tribune over the past week***
- **52% have read The News Tribune (print and online) over the past week****

Profile of Adults	Pierce County		Sunday Reader		Index
BASE	613,251	100%	215,210	100%	100
GENDER					
Men	299,062	49%	92,375	43%	88
Women	314,189	51%	122,835	57%	111
AGE					
18-24	77,100	13%	11,106	5%	41
25-34	110,762	18%	19,329	9%	50
35-44	117,332	19%	28,431	13%	69
45-54	115,054	19%	48,614	23%	120
55-64	100,083	16%	51,113	24%	146
65 or older	92,920	15%	56,617	26%	174
HOUSEHOLD INCOME					
Under \$25,000	71,716	12%	21,566	10%	86
\$25,000 - \$49,999	185,150	30%	67,169	31%	103
\$50,000 - \$74,999	132,372	22%	48,531	23%	104
\$75,000 - \$99,999	97,460	16%	34,722	16%	102
\$100,000 and over	126,553	21%	43,222	20%	97
EDUCATION					
HS graduate	207,436	34%	58,774	27%	81
Some college	229,914	37%	86,516	40%	107
College graduate	129,989	21%	58,319	27%	128
HOME OWNERSHIP					
Own	432,675	71%	167,489	78%	110
Rent	159,211	26%	43,929	20%	79
HOUSEHOLD STATUS					
Married	361,127	59%	131,793	61%	104
Single never married	146,400	24%	40,278	19%	78
Children in household	270,315	44%	76,628	36%	81

Source: Scarborough Research 2010 Release 2, Pierce County Market.

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

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

The News Tribune Reader Profile - Past Week

Of the 613,251 Pierce County adults...

- **27% are daily News Tribune readers**
- **35% are Sunday News Tribune readers**
- **47% have read The News Tribune over the past week***
- **52% have read The News Tribune (print and online) over the past week****

Profile of Adults	Pierce County		Past Week* Reader		Index
BASE	613,251	100%	285,410	100%	100
GENDER					
Men	299,062	49%	122,565	43%	88
Women	314,189	51%	162,845	57%	111
AGE					
18-24	77,100	13%	17,603	6%	49
25-34	110,762	18%	25,592	9%	50
35-44	117,332	19%	46,690	16%	86
45-54	115,054	19%	61,025	21%	114
55-64	100,083	16%	67,365	24%	145
65 or older	92,920	15%	67,135	24%	155
HOUSEHOLD INCOME					
Under \$25,000	71,716	12%	27,483	10%	82
\$25,000 - \$49,999	185,150	30%	95,617	34%	111
\$50,000 - \$74,999	132,372	22%	59,937	21%	97
\$75,000 - \$99,999	97,460	16%	46,017	16%	101
\$100,000 and over	126,553	21%	56,356	20%	96
EDUCATION					
HS graduate	207,436	34%	83,673	29%	87
Some college	229,914	37%	115,568	40%	108
College graduate	129,989	21%	73,962	26%	122
HOME OWNERSHIP					
Own	432,675	71%	217,469	76%	108
Rent	159,211	26%	64,149	22%	87
HOUSEHOLD STATUS					
Married	361,127	59%	178,892	63%	106
Single never married	146,400	24%	52,698	18%	77
Children in household	270,315	44%	106,233	37%	84

Source: Scarborough Research 2010 Release 2, Pierce County Market.

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

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

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

Of the 613,251 Pierce County adults...

- 27% are daily News Tribune readers
- 35% are Sunday News Tribune readers
- 47% have read The News Tribune over the past week*
- 52% have read The News Tribune (print and online) over the past week**

Profile of Adults	Pierce County		Past Week** Print/Online		Index
BASE	613,251	100%	319,292	100%	100
GENDER					
Men	299,062	49%	138,689	43%	89
Women	314,189	51%	180,603	57%	110
AGE					
18-24	77,100	13%	26,730	8%	67
25-34	110,762	18%	28,490	9%	49
35-44	117,332	19%	54,119	17%	89
45-54	115,054	19%	72,348	23%	121
55-64	100,083	16%	69,936	22%	134
65 or older	92,920	15%	67,669	21%	140
HOUSEHOLD INCOME					
Under \$25,000	71,716	12%	29,012	9%	78
\$25,000 - \$49,999	185,150	30%	101,991	32%	106
\$50,000 - \$74,999	132,372	22%	64,587	20%	94
\$75,000 - \$99,999	97,460	16%	54,148	17%	107
\$100,000 and over	126,553	21%	69,554	22%	106
EDUCATION					
HS graduate	207,436	34%	92,627	29%	86
Some college	229,914	37%	128,332	40%	107
College graduate	129,989	21%	86,126	27%	127
HOME OWNERSHIP					
Own	432,675	71%	245,382	77%	109
Rent	159,211	26%	70,118	22%	85
HOUSEHOLD STATUS					
Married	361,127	59%	200,525	63%	107
Single never married	146,400	24%	62,943	20%	83
Children in household	270,315	44%	127,555	40%	91

Source: Scarborough Research 2010 Release 2, Pierce County Market.

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

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thenewstribune.com Visitor Profiles - Past 30 Days

Of the 613,251 Pierce County adults...

• 17% are past 30 days thenewstribune.com visitors

Profile of Adults	Pierce County		thenewstribune.com Past 30 Days		Index
BASE	613,251	100%	106,475	100%	100
GENDER					
Men	299,062	49%	45,795	43%	88
Women	314,189	51%	60,680	57%	111
AGE					
18-24	77,100	13%	11,257	11%	84
25-34	110,762	18%	13,390	13%	70
35-44	117,332	19%	22,074	21%	108
45-54	115,054	19%	32,001	30%	160
55-64	100,083	16%	17,935	17%	103
65 or older	92,920	15%	9,818	9%	61
HOUSEHOLD INCOME					
Under \$25,000	71,716	12%	5,535	5%	44
\$25,000 - \$49,999	185,150	30%	23,829	22%	74
\$50,000 - \$74,999	132,372	22%	24,989	23%	109
\$75,000 - \$99,999	97,460	16%	20,573	19%	122
\$100,000 and over	126,553	21%	31,549	30%	144
EDUCATION					
HS graduate	207,436	34%	20,972	20%	58
Some college	229,914	37%	47,212	44%	118
College graduate	129,989	21%	38,291	36%	170
HOME OWNERSHIP					
Own	432,675	71%	86,761	81%	115
Rent	159,211	26%	19,714	19%	71
HOUSEHOLD STATUS					
Married	361,127	59%	73,252	69%	117
Single never married	146,400	24%	25,091	24%	99
Children in household	270,315	44%	54,829	51%	117

Source: Scarborough Research 2010 Release 2, Pierce County Market.

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