

News & Record Interactive Audience Profile

Rev. Jan. 1, 2010

NEWS & RECORD
i n t e r a c t i v e

30 Days Cumulative - All Sites

Target	Media Reach %	Audience Composition %
Gender		
Men--18+	25%	52%
Women--18+	21%	48%
Age		
Age 18-20	19%	7%
Age 25-34	42%	30%
Age 35-44	30%	25%
Age 45-49	25%	11%
Age 45 Plus	15%	35%
Age 50 Plus	13%	24%
Age 65 Plus	7%	6%
Household Income		
\$35,000 Plus	29%	80%
\$50,000 Plus	30%	52%
\$75,000 Plus	35%	38%
\$100,000 Plus	44%	25%
\$150,000 Or More	37%	7%
Occupation		
Professional, Technical	45%	25%
Proprietors, Managers	24%	13%
Clerical/Sales Worker	33%	16%
White Collar Workers	34%	55%
Blue Collar Workers	22%	18%
Retired	10%	9%
Homemaker	27%	9%
Business Owner/Partner/ Corp. Officer	21%	5%
Education		
Some High School Or Less	27%	13%
High School Graduate	14%	20%
Some College	18%	17%
College Graduate [One Degree]	30%	31%
Advanced College Degree	48%	20%
Single And/Or Advanced Degree	35%	51%

Target	Media Reach %	Audience Composition %
Marital Status		
Married	24%	60%
Never Married	24%	24%
Engaged	47%	6%
Separated	38%	4%
Divorced	14%	4%
Widowed	9%	3%
Market Value of Home		
\$100,000-\$199,999	27%	34%
\$200,000 Plus	23%	20%
\$300,000 Plus	16%	6%
\$400,000 Plus	27%	3%
\$500,000 Plus	44%	3%
Family Size		
1 Person	16%	11%
2 Persons	17%	24%
3-4 Persons	32%	55%
5 Or More	20%	11%
Guilford County Residents		
Live In--Guilford County	39%	59%
Years In City		
1 Year Or Less	40%	5%
Under 5 Years	22%	16%
Under 10 Years	27%	34%
10 Years Or More	22%	71%
20 Years Or More	17%	41%
E-Commerce		
1 + Purchases Past Year	35%	83%
5 + Purchases Past Year	39%	58%

Source: The Media Audit, April 2009