

Daily Newspaper Section Readership

Market/Release: Scarborough USA+ 2011 Release 1 *Total (Feb 2010 - Mar 2011)*

Base: Daily newspapers print edition - Cume: Any daily newspaper print edition

	Base: Readers Mon. - Fri.	Men	Women	Household Income - Less than \$50K	HHI \$50K - \$99K	\$100,000 or more	High School graduate or less	Any college	College Grad +
Base Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Newspaper sections generally looked at/read Mon-Fri									
Main news/front page section	79.9%	79.2%	80.6%	78.1%	81.2%	81.7%	77.6%	81.5%	82.5%
Local news section	74.6%	73.4%	75.7%	74.0%	75.8%	74.1%	74.1%	75.0%	75.4%
Sports pages/section	55.7%	67.3%	44.3%	53.4%	57.5%	57.6%	55.3%	55.9%	57.2%
Entertainment/lifestyle pages/section	54.5%	50.3%	58.5%	53.3%	55.8%	54.9%	52.4%	55.9%	57.2%
International/national news	53.2%	55.9%	50.6%	52.0%	53.7%	54.8%	51.2%	54.6%	56.8%
Comics	53.0%	53.9%	52.1%	54.7%	52.7%	50.0%	53.4%	52.7%	52.2%
Advertising circulars/inserts/flyers	51.4%	48.4%	54.4%	51.8%	52.7%	48.8%	52.1%	51.0%	50.2%
Food/cooking pages/section	51.0%	45.4%	56.4%	50.9%	51.4%	50.4%	50.3%	51.4%	51.7%
Editorial/opinion pages	49.8%	50.9%	48.8%	48.8%	50.6%	50.8%	48.0%	51.1%	53.0%
Classified advertising	49.7%	50.0%	49.4%	53.2%	49.0%	43.9%	53.0%	47.4%	45.1%
Business/finance pages/section	48.9%	53.3%	44.5%	45.2%	50.3%	53.9%	45.8%	50.9%	54.0%
Movie listings and reviews	47.2%	46.4%	47.9%	47.6%	47.5%	45.7%	46.7%	47.4%	47.6%
Home and garden pages/section	47.1%	43.9%	50.4%	46.5%	47.8%	47.3%	46.6%	47.5%	48.0%
TV or radio listings	45.0%	44.7%	45.3%	46.8%	44.7%	41.8%	46.2%	44.2%	43.9%
Science and technology pages/section	43.9%	47.1%	40.7%	43.0%	44.4%	44.8%	42.6%	44.7%	46.3%
Fashion pages/section	42.3%	39.6%	45.0%	42.3%	42.7%	41.6%	42.5%	42.2%	42.6%

Prepared by: Newspaper Association of America