



N&O readers are prime consumers!

College-educated • Homeowners • Married

Average HH income \$82,000+ • Employed in white-collar occupations

	Raleigh-Durham		Daily N&O			Sunday N&O		
	DMA Adults	Total %	Readers	Pct.	Index	Readers	Pct.	Index
Raleigh/Durham DMA	2,215,700	100%	372,200	100%	100	545,200	100%	100
<u>GENDER</u>								
Men	1,074,200	48%	191,900	52%	108	265,700	49%	102
Women	1,141,500	52%	180,400	48%	92	279,400	51%	98
<u>AGE</u>								
Average Age	44.7		52.3			49.5		
18-34	693,900	31%	53,400	14%	45	99,800	18%	58
35-44	431,000	19%	53,800	14%	74	109,400	20%	105
45-54	424,800	19%	66,700	18%	95	102,400	19%	100
55-64	331,000	15%	104,400	28%	187	126,600	23%	153
65 or older	335,000	15%	94,000	25%	167	107,000	20%	133
<u>HOUSEHOLD INCOME</u>								
Average HH Income	\$66,107		\$86,096			\$82,804		
Less than \$50,000	1,085,800	49%	134,500	36%	73	177,700	33%	67
\$50,000-\$74,999	434,800	20%	66,100	18%	90	129,500	24%	120
\$75,000-\$99,999	312,300	14%	55,300	15%	107	84,200	15%	107
\$100,000 or more	382,800	17%	116,200	31%	182	153,700	28%	165
<u>EDUCATION</u>								
High school graduate	908,700	41%	90,200	24%	59	132,600	24%	59
Some college	652,100	29%	119,700	32%	110	175,000	32%	110
College graduate or more	655,000	30%	162,300	44%	147	237,600	44%	147
<u>MARITAL STATUS</u>								
Married	1,226,800	55%	229,600	62%	113	383,000	70%	127
Single, never married	614,200	28%	75,600	20%	71	85,900	16%	57
Widowed, separated, divorced	374,700	17%	67,000	18%	106	76,300	14%	82
<u>CHILDREN</u>								
Children in home	865,400	39%	108,000	29%	74	199,200	37%	95
Teenagers in home	434,900	20%	67,700	18%	90	114,200	21%	105
<u>HOME OWNERSHIP</u>								
Average Value of Owned Home	\$204,971		\$264,314			\$246,077		
Own Home	1,565,100	71%	323,100	87%	123	471,700	87%	123
Rent/Other	650,600	29%	49,100	13%	45	73,400	13%	45
<u>OCCUPATION</u>								
White collar	896,200	40%	165,600	44%	110	265,900	49%	123
Blue collar	483,700	22%	53,300	14%	64	71,400	13%	59
<u>RACE/ETHNICITY</u>								
White	1,515,800	68%	309,000	83%	122	452,600	83%	122
Black	570,200	26%	55,700	15%	58	75,200	14%	54
Other race	129,800	6%	7,500	2%	33	17,300	3%	50
Hispanic	159,800	7%	7,300	2%	29	17,200	3%	43