

# AUDIENCE PROFILE

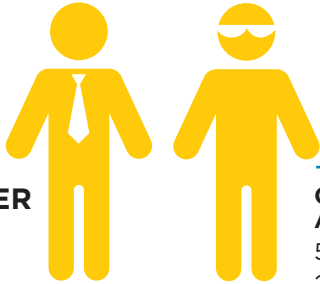
ACTIVE COMMUNITY MEMBERS WHO ARE INTERESTED IN YOUR MESSAGE

## AGE

**76%**  
AGE 25-54

**19%**  
55 AND OLDER

**42** IS THE  
MEDIAN AGE



COUNTY  
AVERAGE  
56% age 25-54  
29% over 55

## EDUCATION



**76%** COLLEGE  
EDUCATED

**10%** HAVE  
POST GRADUATE  
DEGREES

COUNTY AVERAGE  
49% college educated

## INCOME



**\$92,850**  
MEDIAN  
HOUSEHOLD  
INCOME

**44%** OVER  
\$100K

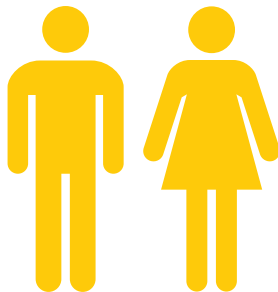
COUNTY  
AVERAGE  
\$66,500  
median  
household  
income

## GENDER

**46%**  
MEN

**54%**  
WOMEN

COUNTY  
AVERAGE  
51% men  
49% women



## PLAN TO PURCHASE THIS YEAR

**77%** OF MONTEREY COUNTY WEEKLY READERS SAY THEY FREQUENTLY PURCHASE PRODUCTS OR SERVICES FROM ADS SEEN IN THE PAPER AND ON THE WEBSITE.

**81%** DINING AND ENTERTAINMENT

**52%** FURNITURE OR HOME FURNISHINGS

**30%** HOME IMPROVEMENTS

**10%** REAL ESTATE

**53%** FINANCE AND TAX SERVICES

**69%** WOMEN'S APPAREL

**58%** MEN'S APPAREL

**29%** CHILDREN'S APPAREL

**46%** HEALTH AND EXERCISE CLASSES

**33%** VETERINARIAN

**32%** PET SUPPLIES

**25%** JEWELRY

**16%** USED AUTO, TRUCK OR SUV

**14%** NEW AUTO, TRUCK OR SUV

**11%** EDUCATION

## LARGE AND INFLUENTIAL AUDIENCE



### PRINT

**21,736** CIRCULATION PER WEEK

**2.60** READERS PER COPY

**56,514** READERS PER WEEK

### DIGITAL

**5,640** AVG. WEEKLY E-EDITION READERS

**35,800** AVG. DAILY NEWSLETTER SUBSCRIBERS

**246,000** AVG. MONTHLY WEBSITE VISITORS