

Pennysaver Reader Demographics Compared to the Market

- ◆ The Pennysaver reaches 1.1 million households
- ◆ 7 out of 10 adults within the distribution area read the Pennysaver.
- ◆ This extensive readership reflects the demographic characteristics of the zip codes reached by the Pennysaver.

Pennysaver Reader/Market Characteristics

	%	%		%	%
	Total Market	Pennysaver Readers		Total Market	Pennysaver Readers
Gender			Education		
Women	56%	57%	High School Graduate	32%	35%
Men	44	43	Some College	24	25
			College Degree	24	21
			Advanced Degree	13	12
Age Groups			Home Ownership		
18-34	25%	24%	Own Home	78%	77%
35-64	59	60	Rent	19	19
65+	16	16	Live in Apartment	11	10
Household Income			Employment		
\$25,000-\$34,999	11%	11%	White Collar	73%	71%
\$35,000- \$49,999	19	21	(% of work force)		
\$50,000- \$74,999	24	25	Professional/Technical	26%	22%
\$75,000-\$99,999	17	17	Proprietors/Managers	22%	20%
\$100,000-\$149,999	15	13			
\$150,000+	7	5	Auto Ownership		
			Own 2+ cars	76%	74%

Source: 2005 Media Audit

Base: 1,675,600 Adults

Revised 06/06