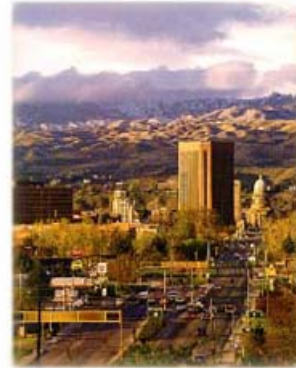


Boise is the 7th Fastest Growing City in the U.S.

- U.S. Census Bureau



Category	Total Market	The Idaho Statesman Yesterday		The Idaho Statesman Last Sunday	
		Readers	% Reach	Readers	% Reach
Adults 18+	370,233	129,287	35%	174,128	47%
Gender					
Male	184,762	70,221	38%	86,904	47%
Female	185,471	59,066	32%	87,224	47%
Age					
Age 18 - 24	51,037	14,244	28%	17,234	34%
Age 25 - 34	75,436	18,234	24%	33,021	44%
Age 35 - 44	75,966	26,160	34%	35,435	47%
Age 45 - 54	69,591	21,497	31%	30,897	44%
Age 55+	98,203	49,152	50%	57,541	59%
Education					
Less than High School Graduate	32,089	3,377	11%	10,233	32%
High school graduate	108,667	34,181	31%	49,590	46%
Some College	102,140	29,846	29%	46,475	46%
College Grad	124,774	59,775	48%	66,347	53%
Household Income					
HHI under \$25,000	39,203	10,362	26%	14,249	36%
HHI \$25,000 to \$34,999	68,795	20,908	30%	29,708	43%
HHI \$35,000 to \$49,999	79,659	26,404	33%	31,420	39%
HHI \$50,000 to \$74,999	89,392	33,792	38%	47,559	53%
HHI \$75,00+	93,184	37,822	41%	51,191	55%
Occupation					
Professional/Technical Workers	59,261	25,511	43%	30,083	51%
Proprietors/Managers	66,167	22,278	34%	30,004	45%
Clerical/Sales	58,304	22,133	38%	26,220	45%
Blue Collar	69,836	20,882	30%	30,548	44%
Retired/Unemployed/Students	107,751	37,097	34%	53,626	50%
Source: The Media Audit 2006					

Idaho Statesman

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