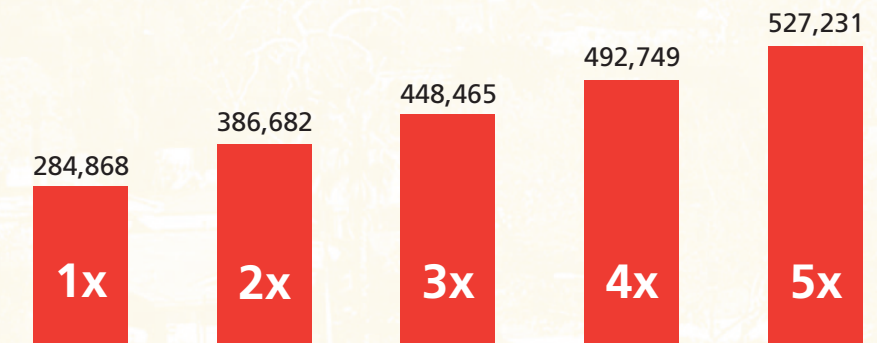


San Gabriel Valley Newspaper Group

demographics

	SGVN Market	SGVN Readers
Total Adults	884,119	284,868
Men	48%	46%
Women	52%	54%
Age		
18-24	13%	11%
25-34	19%	11%
35-44	21%	15%
45-54	19%	19%
55-64	12%	20%
65 or older	15%	24%
Married	56%	54%
College Educated (1+ years)	52%	62%
Household Income		
\$100,000 or more	17%	23%
\$75,000 or more	34%	42%
\$50,000 or more	50%	58%
Median Household Income	\$50,579	\$62,198

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Source: 2005 Scarborough Report, r1.

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