

# User Demographics

## LANG: The audience

52% Female, 48% Male

Avg. time spent online per week: 18.6 hours

87% age 54 and under    Almost 40% under age 35

52% own home

77% are locally based -- Right here in the L.A. area!

## LA.com: The audience

65% female; 35% male

70% of users are 24-32

College-educated

HHI = \$80K+

## Education/Employment

83% some college or college grad    40% college grad or more

51% have HH Income \$50,000+    17% have HH Income \$100,000

