

DAILY NEWSPAPER READERSHIP TRENDS - AGE (1967-1997)

Year	Adults (000)					Average Weekday Readership									
	Total	18-24	25-34	*35-54	*55+	Total		18-24		25-34		*35-54		*55+	
						#	%	#	%	#	%	#	%	#	%
1967	122,915	19,809	22,593	35,025	45,488	93,160	75.8	14,027	70.8	16,416	72.7	28,384	81.0	34,335	75.5
1970	126,452	21,000	23,184	35,464	46,804	98,183	77.6	15,260	72.7	17,884	77.1	29,268	82.5	35,770	76.4
1971	127,495	21,520	23,907	34,717	47,352	98,802	77.5	15,725	73.1	17,682	74.0	28,196	81.2	37,200	78.6
1973	133,520	23,549	25,429	34,636	49,908	98,003	73.4	15,054	63.9	17,860	70.2	26,823	77.4	38,266	76.7
1974/75	140,118	24,638	29,217	46,809	39,456	101,246	72.3	15,061	61.1	20,559	70.4	36,224	77.4	29,401	74.5
1977/78	151,194	27,740	32,903	47,711	42,840	103,543	68.5	16,501	59.5	21,414	65.1	35,637	74.7	29,992	70.0
1978/79	153,244	28,157	33,892	47,896	43,299	108,067	70.5	17,397	61.8	21,984	64.9	36,557	76.3	32,130	74.2
1979	155,794	28,385	34,725	48,583	44,101	109,352	70.2	17,071	60.1	22,974	66.2	36,963	76.1	32,344	73.3
1980	158,437	28,416	35,883	49,180	44,958	106,043	66.9	16,890	59.4	22,267	62.1	35,171	71.5	31,716	70.5
1981	159,454	28,513	36,777	48,358	45,806	107,944	67.7	16,758	58.8	23,036	62.6	35,177	72.7	32,972	72.0
1982	161,656	28,444	37,754	48,953	46,506	108,366	67.0	16,675	58.6	23,158	61.3	35,265	72.0	33,268	71.5
1983	164,927	28,686	38,660	50,166	47,416	109,363	66.3	16,686	58.2	23,393	60.5	35,801	71.4	33,482	70.6
1984	167,727	28,671	39,536	51,323	48,197	109,190	65.1	16,572	57.8	23,473	59.4	36,036	70.2	33,108	68.7
1985	169,460	28,611	40,058	52,449	48,343	108,812	64.2	15,796	55.2	23,467	58.6	35,894	68.4	33,655	69.6
1986	171,205	28,015	40,789	53,238	49,161	107,753	62.9	14,815	52.9	23,480	57.6	35,702	67.1	33,755	68.7
1987	173,681	27,154	42,000	55,227	49,299	112,514	64.8	15,438	56.9	25,073	59.7	37,974	68.8	34,029	69.0
1988	176,250	26,535	42,634	57,049	50,032	113,178	64.2	14,526	54.7	25,172	59.0	39,229	68.8	34,251	68.5
1989	178,193	25,713	43,283	58,706	50,489	113,337	63.6	14,664	57.0	25,171	58.2	39,388	67.1	34,115	67.6
1990	181,131	25,507	43,858	61,001	50,764	113,090	62.4	13,530	53.0	25,497	58.1	40,173	65.9	33,890	66.8
1991	182,456	25,530	44,118	62,867	49,943	113,322	62.1	13,415	52.5	25,310	57.4	40,922	65.1	33,676	67.4
1992	184,117	24,497	43,260	64,956	51,404	115,296	62.6	13,104	53.5	24,448	56.5	43,486	66.9	34,258	66.6
1993	185,822	23,965	42,832	67,235	51,790	114,669	61.7	12,272	51.2	24,149	56.4	43,360	64.5	34,889	67.4
1994	187,747	23,951	41,492	69,723	52,581	115,376	61.5	12,447	52.0	21,958	52.9	45,458	65.2	35,513	67.5
1995	190,553	25,536	42,086	71,221	51,710	113,179	59.4	12,043	47.2	21,560	51.2	43,881	61.6	35,694	69.0
1996	191,986	25,055	41,660	73,458	51,814	112,090	58.4	11,675	46.6	20,397	49.0	44,581	60.7	35,437	68.3
1997	192,463	25,323	41,554	73,280	52,308	112,218	58.3	12,167	48.1	20,042	48.2	44,908	61.3	35,100	69.6

* For 1967, 1971, and 1973, "35-54" actually represents "35-49" and "55+" actually represents "50+."

Sources: W.R. Simmons & Associates (1967 - 1977/1978)

Simmons Study of Media and Markets (1978/1979 - 1994)

Simmons Market Research Bureau 1995; Fall 1996; Spring 1997