

**New Readers
Editorial Content**

For more information:

Limor Peer, l-peer@northwestern.edu, 847-467-6578
Mary Nesbitt, m-nesbitt@northwestern.edu, 847-467-4285

**Table 3: Story Presentation
(Monday-Saturday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	407.0	277.0	381.0	474.0	493.0
32	Average area of story package	37.5	34.6	33.4	38.4	43.1
33	Stories that jump	14.9	15.2	12.7	16.0	15.7
34	Average number of stories on Page 1	4.9	4.8	4.5	4.8	5.3
35	Go and do information	13.1	13.2	14.3	12.8	12.1
36	Refers to other stories	4.8	3.4	5.1	5.1	5.5
Visual Elements						
37	Stories with photos	36.7	32.5	37.3	37.3	39.3
38	Average number of photos per story	0.5	0.4	0.5	0.5	0.5
39	Average photo area	18.4	16.7	16.7	19.1	21.0
40	Color photos	42.5	49.2	46.0	42.9	33.4
41	Action shots	52.0	53.2	48.5	49.3	56.0
42	Group shots	37.0	39.2	34.7	33.9	39.2
43	Mug shots	29.1	27.2	32.8	31.5	25.8
44	Stories with emphasized text	19.5	17.1	19.5	21.3	20.3
45	Stories with graphics	12.4	11.8	13.6	11.7	12.4
Story Headline						
46	Main headline only	58.8	66.8	61.3	54.9	52.8
47	Main headline plus	38.0	30.1	35.0	42.5	44.3
48	No headline	3.1	3.1	3.7	2.6	2.9
49	Declarative headline	75.5	78.0	76.5	75.4	72.5
50	Label headline	19.5	17.3	17.4	20.1	22.7
51	Question headline	1.5	1.1	1.8	1.7	1.6
52	Other headline type	0.5	0.7	0.8	0.3	0.2
Author Identity						
53	Female byline or tagline	16.5	14.0	15.6	16.9	19.3
54	Male byline or tagline	37.0	27.2	34.0	42.0	44.6
55	No byline or tagline	41.0	54.6	45.9	35.8	28.8
56	Author contact information	20.3	14.2	22.8	24.5	20.4
57	Solicitation for content or feedback	2.6	2.3	2.9	2.7	2.7
58	First or second person	15.7	13.9	16.4	15.4	16.9

**Table 4: Story Presentation
(Sunday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	186.0	130.0	163.0	217.0	231.0
32	Average area of story package	47.5	41.2	41.6	50.2	55.9
33	Stories that jump	14.2	14.3	12.2	14.3	15.7
34	Average number of stories on Page 1	4.5	4.4	4.0	4.3	5.1
35	Go and do information	16.5	16.1	15.8	16.5	17.3
36	Refers to other stories	5.2	4.6	5.5	5.4	5.3
Visual Elements						
37	Stories with photos	43.1	37.4	42.8	45.7	46.5
38	Average number of photos per story	0.6	0.5	0.6	0.6	0.7
39	Average photo area	21.5	18.2	19.4	22.5	25.5
40	Color photos	39.6	40.7	43.0	41.7	34.0
41	Action shots	50.1	46.2	50.4	50.7	52.8
42	Group shots	38.6	36.1	39.1	38.4	40.6
43	Mug shots	26.7	29.5	30.2	26.6	21.5
44	Stories with emphasized text	21.7	18.4	20.8	21.8	25.5
45	Stories with graphics	16.2	14.6	15.7	15.3	18.6
Story Headline						
46	Main headline only	59.1	67.9	61.5	54.6	52.7
47	Main headline plus	37.7	29.0	34.3	42.9	44.3
48	No headline	3.2	3.2	4.2	2.5	3.1
49	Declarative headline	69.5	73.0	72.6	71.2	62.6
50	Label headline	24.3	20.9	20.4	23.3	31.3
51	Question headline	2.0	1.1	2.2	2.3	2.5
52	Other headline type	1.1	2.0	0.7	1.0	0.7
Author Identity						
53	Female byline or tagline	19.1	17.0	19.4	19.1	20.7
54	Male byline or tagline	38.4	28.8	34.1	43.9	46.5
55	No byline or tagline	37.5	50.6	43.1	31.8	25.5
56	Author contact information	22.2	15.8	25.0	25.2	23.1
57	Solicitation for content or feedback	3.9	3.5	4.6	3.2	4.1
58	First or second person	23.4	22.1	21.9	24.0	25.5

**Table 5: Story Topics
(Monday-Saturday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	407.0	277.0	381.0	474.0	493.0
Topic						
59	Politics / Government	24.4	24.2	23.4	24.3	25.5
60	Crime / Legal	8.5	9.2	8.5	8.8	7.7
61	Disaster / Accidents	2.5	3.5	2.6	2.1	1.9
62	Business	7.6	7.0	6.4	8.7	8.2
63	Sports	22.1	19.4	24.0	22.4	22.6
64	Entertainment	9.7	8.8	8.5	10.2	11.2
65	Parenting / Relationships	1.6	2.1	1.5	1.3	1.4
66	Science / Technology	2.1	1.9	1.9	2.2	2.4
67	Health / Fitness / Medicine	3.4	3.4	3.8	3.3	3.2
68	Education	2.9	3.7	3.4	2.4	2.2
69	Automotive	0.6	0.6	0.5	0.7	0.4
70	Leisure Travel	0.2	0.2	0.2	0.2	0.2
71	Environment / Weather	1.4	1.9	1.2	1.3	1.1
72	Religion / Spirituality	1.9	2.3	1.9	1.7	1.9
73	Ordinary People	2.1	3.0	2.6	1.8	1.3
74	Home / Garden / Real Estate	1.9	1.4	1.9	2.5	2.0
75	Food	1.3	1.3	1.4	1.2	1.5
76	Community Announcements	1.5	2.2	2.1	1.2	0.6
77	Obituaries	0.9	0.4	0.6	0.6	1.6
78	Fashion / Beauty	0.3	0.2	0.4	0.3	0.2
79	Commuting / Transportation	1.3	1.2	1.2	1.5	1.5
80	Other topic	1.7	2.2	1.9	1.4	1.4

**Table 6: Story Topics
(Sunday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	186.0	130.0	163.0	217.0	231.0
Topic						
59	Politics / Government	21.8	22.1	20.8	22.0	22.1
60	Crime / Legal	4.2	5.1	4.7	3.8	3.3
61	Disaster / Accidents	1.3	1.8	1.2	1.2	1.0
62	Business	8.4	9.9	8.6	8.9	6.6
63	Sports	23.6	21.2	24.3	25.3	23.9
64	Entertainment	11.0	8.8	10.9	10.4	13.3
65	Parenting / Relationships	1.6	1.9	1.9	1.9	0.9
66	Science / Technology	1.4	1.7	1.3	1.1	1.4
67	Health / Fitness / Medicine	3.0	3.6	3.0	3.4	2.2
68	Education	2.5	2.9	3.1	1.6	2.2
69	Automotive	0.6	0.5	1.0	0.4	0.6
70	Leisure Travel	3.1	1.2	3.3	3.4	4.4
71	Environment / Weather	1.1	1.6	0.8	1.2	1.0
72	Religion / Spirituality	1.5	1.6	1.9	1.2	1.3
73	Ordinary People	2.7	3.1	3.0	1.9	2.7
74	Home / Garden / Real Estate	4.8	3.9	2.6	6.0	6.5
75	Food	0.8	0.8	0.6	0.7	1.0
76	Community Announcements	2.4	4.4	3.1	1.1	1.0
77	Obituaries	0.7	0.2	0.6	0.5	1.3
78	Fashion / Beauty	0.4	0.3	0.5	0.2	0.6
79	Commuting / Transportation	0.8	0.6	0.6	1.2	0.8
80	Other topic	2.2	2.8	2.0	2.4	1.7

**Table 7: Story Content
(Monday-Saturday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	407.0	277.0	381.0	474.0	493.0
Story Origin						
81	Wire or news service	44.7	59.0	46.3	43.5	31.7
82	Staff written	36.2	24.7	34.4	37.3	46.9
83	Reader submitted	4.8	4.1	5.2	4.8	5.1
84	Unspecified story origin	14.3	12.2	14.1	14.4	16.4
Geographic Focus						
85	Local / County	35.1	33.2	36.5	34.2	36.3
86	State / Region	9.7	11.7	8.7	10.7	8.3
87	National	37.3	37.3	37.8	37.3	36.8
88	International	10.6	10.2	9.2	10.8	11.9
89	No geographic focus	7.3	7.5	7.8	7.1	6.7
Treatment						
90	General News	58.0	62.5	57.7	57.7	54.6
91	Feature Style	19.8	17.7	19.1	20.1	22.0
92	Commentary / Criticism	14.7	11.9	15.5	15.3	16.0
93	Utility / How-to / Guide	1.9	1.3	2.2	1.6	2.3
94	Q&A / Poll	2.4	2.8	2.5	2.5	2.0
95	Stand-alone photo	2.3	2.8	2.3	1.8	2.2
96	Other story treatment	0.7	0.6	0.5	1.0	0.8
Demographic Focus						
97	African-American	0.8	0.5	1.0	0.7	1.1
98	Hispanic or Latino Origin	1.4	1.4	1.0	1.3	1.8
99	Asian and Pacific Islander	0.8	0.8	0.6	1.0	0.9
100	Women	2.7	2.7	2.9	2.5	2.7
101	Youth / Young Adults	14.6	16.5	17.0	13.1	12.0
102	General	79.6	78.0	77.5	81.4	81.4
Language						
103	With Spanish Language	0.5	0.6	0.4	0.5	0.7

**Table 8: Story Content
(Sunday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	186.0	130.0	163.0	217.0	231.0
Story Origin						
81	Wire or news service	44.5	56.1	50.7	47.0	27.2
82	Staff written	32.9	24.1	30.0	32.4	43.3
83	Reader submitted	5.3	5.2	4.3	4.8	6.6
84	Unspecified story origin	17.3	14.6	15.0	15.8	22.9
Geographic Focus						
85	Local / County	32.4	34.7	32.6	28.5	33.1
86	State / Region	10.0	11.5	9.5	9.9	9.4
87	National	37.3	35.7	38.8	40.1	35.2
88	International	10.2	8.9	9.4	11.0	11.3
89	No geographic focus	10.0	9.1	9.6	10.4	10.8
Treatment						
90	General News	43.8	50.9	47.8	41.3	35.9
91	Feature Style	26.9	22.2	25.8	27.8	31.2
92	Commentary / Criticism	18.0	15.3	16.2	19.2	21.1
93	Utility / How-to / Guide	3.8	3.1	3.6	4.0	4.3
94	Q&A / Poll	3.7	4.2	3.9	3.8	2.9
95	Stand-alone photo	2.2	3.3	2.0	1.8	1.7
96	Other story treatment	1.5	0.6	0.8	1.9	2.7
Demographic Focus						
97	African-American	1.4	0.8	1.4	1.2	2.0
98	Hispanic or Latino Origin	1.4	2.2	1.0	1.2	1.4
99	Asian and Pacific Islander	0.8	0.7	0.7	1.0	1.0
100	Women	3.0	2.6	3.1	3.0	3.2
101	Youth / Young Adults	15.4	16.7	16.0	16.3	13.1
102	General	77.9	76.8	77.9	77.2	79.2
Language						
103	With Spanish Language	0.7	0.8	0.5	0.6	0.9

**Table 9: People Mentioned in Stories
(Monday-Saturday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	407.0	277.0	381.0	474.0	493.0
104	Total number of people in stories	458.9	303.6	399.3	520.9	605.5
105	Average number of people per story	1.1	1.1	1.1	1.1	1.2
Gender						
106	Women	20.2	21.7	19.5	21.2	18.7
107	Men	79.8	78.3	80.5	78.8	81.3
Capacity						
108	Ordinary people	34.9	38.8	37.3	32.2	31.5
109	Officials	44.0	41.6	40.3	47.4	46.9
110	Celebrities	4.7	3.5	3.1	6.1	6.2
111	Athletes	16.3	16.2	19.3	14.3	15.5
Race / Ethnicity						
112	African-American	13.2	12.8	14.9	11.7	13.4
113	Hispanic or Latino Origin	12.9	14.7	13.0	11.9	12.1
114	Asian and Pacific Islander	2.4	2.8	1.7	1.9	3.1
115	White, Non-Hispanic	70.6	69.1	69.9	72.9	70.6
116	Race unidentifiable	59.8	61.5	61.1	61.9	55.4
Age						
117	18 and under	15.4	24.8	18.5	10.5	8.1
118	19-34	29.1	29.1	30.7	28.7	28.2
119	35 and over	55.4	46.2	50.9	60.9	63.7
120	Age unidentifiable	54.8	53.9	54.1	56.2	55.2

**Table 10: People Mentioned in Stories
(Sunday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	186.0	130.0	163.0	217.0	231.0
104	Total number of people in stories	192.6	122.4	162.6	226.8	256.7
105	Average number of people per story	1.1	1.0	1.0	1.1	1.2
Gender						
106	Women	22.7	23.0	23.5	22.9	21.5
107	Men	77.3	77.1	76.5	77.1	78.5
Capacity						
108	Ordinary people	36.0	39.9	37.6	33.9	32.7
109	Officials	40.9	36.2	38.1	43.3	45.8
110	Celebrities	5.4	3.4	5.2	5.3	7.7
111	Athletes	17.6	20.5	19.2	17.5	13.8
Race / Ethnicity						
112	African-American	13.3	9.4	14.8	13.5	15.5
113	Hispanic or Latino Origin	11.1	15.7	9.2	8.9	10.1
114	Asian and Pacific Islander	2.3	2.4	0.9	3.4	2.5
115	White, Non-Hispanic	72.4	71.3	74.4	73.3	71.0
116	Race unidentifiable	57.4	58.9	60.7	58.3	52.5
Age						
117	18 and under	10.8	13.7	13.3	8.2	7.9
118	19-34	29.2	29.8	31.4	32.2	24.4
119	35 and over	60.1	56.5	55.3	59.7	67.7
120	Age unidentifiable	52.5	53.0	51.0	52.2	53.6

**Table 11: People Shown in Editorial Photos
(Monday-Saturday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	407.0	277.0	381.0	474.0	493.0
121	Total number of photos	197.3	108.5	183.2	234.0	259.5
122	Total number of people in photos	317.0	188.9	295.5	345.9	425.5
123	Average number of people per photo	1.6	1.7	1.6	1.5	1.6
Gender						
106	Women	26.6	29.2	26.6	25.7	25.1
107	Men	73.4	70.8	73.4	74.3	74.9
Capacity						
108	Ordinary people	49.6	57.0	50.2	45.4	45.7
109	Officials	17.1	14.9	14.8	18.0	20.4
110	Celebrities	8.2	6.3	6.9	9.9	9.7
111	Athletes	17.2	13.2	19.5	18.5	17.5
Race / Ethnicity						
112	African-American	13.5	9.5	14.1	14.5	15.8
113	Hispanic or Latino Origin	8.1	11.4	6.8	6.2	7.7
114	Asian and Pacific Islander	2.7	2.1	1.9	2.7	3.8
115	White, Non-Hispanic	75.1	76.1	76.6	75.6	72.5
116	Race unidentifiable	10.4	11.1	10.3	11.0	9.4
Age						
117	18 and under	17.5	21.6	21.8	13.8	12.9
118	19-34	34.5	29.0	34.7	38.9	35.8
119	35 and over	48.0	49.4	43.4	47.3	51.2
120	Age unidentifiable	27.7	26.9	27.0	25.3	30.8

**Table 12: People Shown in Editorial Photos
(Sunday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	186.0	130.0	163.0	217.0	231.0
121	Total number of photos	112.9	61.0	95.9	138.8	153.5
122	Total number of people in photos	181.9	106.5	153.5	216.8	246.3
123	Average number of people per photo	1.6	1.7	1.6	1.6	1.6
Gender						
106	Women	30.2	34.1	30.6	27.6	28.4
107	Men	69.8	65.9	69.4	72.4	71.6
Capacity						
108	Ordinary people	50.5	60.0	47.0	43.7	50.2
109	Officials	15.3	13.4	16.1	15.1	16.5
110	Celebrities	6.9	4.4	6.7	6.9	9.3
111	Athletes	18.0	11.7	20.1	24.3	17.0
Race / Ethnicity						
112	African-American	15.1	9.2	17.9	18.0	15.7
113	Hispanic or Latino Origin	7.3	9.4	6.2	6.5	7.0
114	Asian and Pacific Islander	2.4	1.2	1.7	2.9	3.8
115	White, Non-Hispanic	74.6	79.8	73.7	71.7	72.8
116	Race unidentifiable	9.9	9.7	8.0	10.9	11.1
Age						
117	18 and under	16.4	18.6	16.0	14.2	16.5
118	19-34	33.4	26.5	33.5	43.5	32.0
119	35 and over	50.1	54.9	50.4	42.3	51.5
120	Age unidentifiable	29.6	28.2	26.0	29.9	33.8

**Table 24: Page 1 Story Presentation
(Seven Day Average)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	33.4	32.7	30.8	32.9	36.7
32	Average area of story package	86.6	63.9	70.6	101.1	110.0
33	Stories that jump	85.5	80.0	76.5	90.2	94.8
34	Average number of stories on Page 1	4.8	4.7	4.4	4.7	5.2
35	Go and do information	10.8	13.1	12.7	10.0	7.6
36	Refers to other stories	22.2	15.2	22.7	26.6	24.7
Visual Elements						
37	Stories with photos	63.1	53.2	59.3	66.4	72.9
38	Average number of photos per story	1.0	0.8	0.9	1.1	1.3
39	Average photo area	27.4	21.9	24.3	30.9	32.5
40	Color photos	68.3	83.2	79.7	60.5	50.7
41	Action shots	64.3	62.6	61.7	62.9	69.1
42	Group shots	45.6	45.1	39.2	45.8	51.5
43	Mug shots	20.5	19.3	25.5	20.0	17.6
44	Stories with emphasized text	46.7	34.7	43.8	55.6	53.2
45	Stories with graphics	25.5	19.5	25.1	29.6	28.3
Story Headline						
46	Main headline only	30.9	33.7	33.9	31.4	25.3
47	Main plus headline	69.0	66.1	66.1	68.6	74.4
48	No headline	0.2	0.2	0.0	0.0	0.4
49	Declarative headline	87.9	86.7	88.9	88.1	88.0
50	Label headline	10.5	11.5	9.0	11.4	10.1
51	Question headline	1.3	1.4	1.8	0.6	1.3
52	Other headline type	0.1	0.2	0.3	0.0	0.0
Author Identity						
53	Female byline or tagline	24.8	30.2	25.9	24.7	18.8
54	Male byline or tagline	52.7	40.1	52.0	56.9	61.8
55	No byline or tagline	10.7	21.8	15.2	4.1	1.7
56	Author contact information	42.8	41.3	44.6	53.9	33.9
57	Solicitation for content or feedback	1.0	0.6	1.8	1.4	0.3
58	First or second person	3.3	2.6	3.5	4.3	2.9

**Table 25: Page 1 Story Topics
(Seven Day Average)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	33.4	32.7	30.8	32.9	36.7
Topic						
59	Politics / Government	44.8	39.8	43.8	46.4	49.2
60	Crime / Legal	8.6	8.1	7.8	10.2	8.3
61	Disaster / Accidents	4.3	5.3	4.3	3.9	3.7
62	Business	6.7	6.6	7.0	8.7	4.8
63	Sports	5.5	3.4	5.3	4.6	8.3
64	Entertainment	2.7	1.1	4.1	3.2	2.7
65	Parenting / Relationships	0.2	0.2	0.0	0.7	0.1
66	Science / Technology	1.8	1.9	1.5	1.2	2.6
67	Health / Fitness / Medicine	5.8	6.0	5.1	5.6	6.5
68	Education	5.6	8.7	5.3	4.7	3.9
69	Automotive	0.2	0.4	0.0	0.0	0.2
70	Leisure Travel	0.1	0.0	0.1	0.3	0.2
71	Environment / Weather	2.0	2.4	3.0	1.8	1.1
72	Religion / Spirituality	3.0	2.4	4.8	2.1	2.6
73	Ordinary People	2.9	6.1	2.6	1.6	1.4
74	Home / Garden / Real Estate	0.7	0.7	1.4	0.3	0.2
75	Food	0.3	0.4	0.2	0.2	0.3
76	Community Announcements	0.9	2.6	0.5	0.3	0.0
77	Obituaries	0.6	0.2	0.8	0.6	0.9
78	Fashion / Beauty	0.1	0.2	0.0	0.0	0.0
79	Commuting / Transportation	2.0	2.4	1.4	2.8	1.7
80	Other topic	1.1	1.0	0.8	0.9	1.4

**Table 26: Page 1 Story Content
(Seven Day Average)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	33.4	32.7	30.8	32.9	36.7
Story Origin						
81	Wire or news service	33.7	37.4	41.6	35.8	22
82	Staff written	64.4	58.9	56.1	63	77.8
83	Reader submitted	0.1	0	0.3	0	0
84	Unspecified story origin	1.8	3.7	2	1.2	0.2
Geographic Focus						
85	Local / County	44.9	60.5	51.2	36.5	31.7
86	State / Region	15.3	11.9	11.6	21.8	16.3
87	National	25.7	18.3	23.1	26.9	33.8
88	International	13.8	9	13.4	14.5	17.9
89	No geographic focus	0.3	0.2	0.7	0.2	0.2
Treatment						
90	General News	69.4	71.7	72.5	66.5	67
91	Feature-Style	27.8	25.6	24.5	31	30.2
92	Commentary / Criticism	0.8	0.3	1	0.8	1.2
93	Utility / How-to / Guide	0	0	0	0	0
94	Q&A / Poll	0.1	0	0.1	0	0.2
95	Stand-alone photo	1.8	2.4	1.9	1.7	1.4
96	Other story treatment	0	0	0	0	0
Demographic Focus						
97	African-American	1.1	0.4	1.1	0.9	1.7
98	Hispanic or Latino Origin	1.9	1.9	1.4	2	2.2
99	Asian and Pacific Islander	1.2	1	1	1.3	1.3
100	Women	2.9	1.5	2.1	3.2	4.9
101	Youth / Young Adults	10.4	13.5	11.8	8.5	7.7
102	General	82.6	81.7	82.6	84.1	82.2
Language						
103	With Spanish Language	0.9	0.8	0.1	0.8	1.8

**Table 27: Page 1 People Mentioned in Stories
(Seven Day Average)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	33.4	32.7	30.8	32.9	36.7
104	Total number of people in stories	229.4	178.6	190.0	241.6	300.6
105	Average number of people per story	6.8	5.5	6.2	7.4	8.2
Gender						
106	Women	21.1	24.1	20.2	21.4	18.8
107	Men	78.9	75.9	79.9	78.6	81.2
Capacity						
108	Ordinary people	37.9	40.9	40.6	35.5	34.7
109	Officials	57.3	56.3	54.9	59.6	58.6
110	Celebrities	2.1	1.5	2.0	2.4	2.6
111	Athletes	2.6	1.3	2.5	2.4	4.1
Race / Ethnicity						
112	African-American	8.5	6.5	11.8	5.8	9.6
113	Hispanic or Latino Origin	9.1	10.2	7.5	9.3	9.4
114	Asian and Pacific Islander	3.0	4.0	1.7	1.5	4.3
115	White, Non-Hispanic	78.6	79.1	78.6	80.9	76.2
116	Race unidentifiable	59.4	62.6	61.7	60.3	53.8
Age						
117	18 and under	9.1	11.2	11.8	7.8	5.9
118	19-34	12.5	11.7	12.2	10.8	14.9
119	35 and over	78.4	77.1	76.0	81.4	79.2
120	Age unidentifiable	57.8	61.9	57.5	58.0	54.3

**Table 28: Page 1 People Shown in Editorial Photos
(Seven Day Average)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
31	Total stories analyzed	33.4	32.7	30.8	32.9	36.7
121	Total number of photos	34.1	24.8	27.3	36.8	46.5
122	Total number of people in photos	64.5	46.5	48.1	63.1	96.6
123	Average number of people per photo	1.9	1.9	1.8	1.7	2.0
Gender						
106	Women	27.3	32.0	26.1	25.6	25.1
107	Men	72.8	68.0	73.9	74.4	74.9
Capacity						
108	Ordinary people	64.0	69.2	65.2	62.7	59.1
109	Officials	29.7	26.1	28.8	31.5	32.5
110	Celebrities	2.0	2.2	1.8	1.1	2.6
111	Athletes	3.8	1.6	3.8	4.5	5.2
Race / Ethnicity						
112	African-American	10.9	6.7	13.8	10.1	13.0
113	Hispanic or Latino Origin	8.3	11.6	5.3	8.2	7.9
114	Asian and Pacific Islander	2.8	1.7	2.2	1.8	5.2
115	White, Non-Hispanic	77.2	79.1	78.0	78.5	73.8
116	Race unidentifiable	11.1	10.2	11.4	14.6	9.1
Age						
117	18 and under	18.1	20.7	18.7	19.0	14.6
118	19-34	21.8	16.1	19.0	21.2	30.1
119	35 and over	60.0	63.2	62.3	59.8	55.4
120	Age unidentifiable	30.1	28.4	28.2	30.8	32.6