

Demographics

Meet our readers.

Reach 89,200
readers per week*

Who we are:

Toledo City Paper is an award-winning alternative weekly newspaper that brings you the freshest angles on the news and events that shape our city. In our carefully designed pages, you'll find comprehensive arts and entertainment guides and calendars; sophisticated restaurant, wine, movie and theater reviews; and thoughtful, incisive opinions.



Sex	51% female	49% male				
Income	14% under 25K	11% 25K-34K	28% 35K-49K	22% 50K-74K	25% 75K+	
Age	9% 18-24	16% 25-34	22% 35-44	21% 45-54	16% 55-64	16% 65+
Education	63% attended/graduated college/post grad					
Occupation	64% professionals/technical/educators					

Dynamic consumers

Plan to purchase next 12 months

Cell phones, stereo equipment, personal computers, pagers, VCRs, cameras, new cars

Heavy/frequent users/buyers

Sporting goods, beer, wine, online services, tapes, CDs, books

Business-influence purchase

Office equipment/supplies

Financial market

Traded stocks/bonds past year, IRA/Keogh accounts

Frequent Users/Buyers

Activities in the last 12 months

	TCP Readers	Market Profile	Audience Profile Index
Attended rock/pop music concert.....	24.1%	16.0%	150
Attended opera/symphony/theater.....	37.8%	24.6%	154
Used travel agent 3+ times.....	9.0%	4.4%	203
Plans to buy computer/equipment.....	34.6%	23.4%	148
Participated in snow skiing/boarding.....	9.6%	5.2%	184
Exercised 12+ times at a health club.....	30.3%	21.8%	139

36,000 circulation per week distributed to **1,100** strategic spots throughout northwest Ohio and southeast Michigan.

*Demographics according to the Media Audit 2005-06.