

ATLANTA INQUIRER READER PROFILE (N=111)

PERCENTAGE

QUESTIONNAIRE ITEM	(COUNT)	AVERAGE
1. How many people read your copy of this publication?		
One person	13% (14)	3
2-3	45% (47)	
4-5	19% (20)	
More than 5 people	23% (24)	
Sample Size:	105	
2. How many people live in your household, including yourself?		
One	17% (19)	3
2-3	47% (52)	
4-5	25% (27)	
More than 5 people	11% (12)	
Sample Size:	110	
3. How many children under 18 years of age live in your household?		
None	43% (40)	1
1-2	42% (39)	
3-4	14% (13)	
More than 4	1% (1)	
Sample Size:	93	
4. What is your annual household income?		
Below \$20,000 a year	10% (11)	\$40K - \$65K
\$20,000 - \$35,000	40% (43)	
\$40,000 - \$65,000	27% (29)	
Above \$65,000 a year	23% (25)	
Sample Size:	108	
5. What is your gender?		
Male	38% (41)	Female
Female	62% (68)	
Sample Size:	109	
6. In what year were you born?		
Before 1979 (Over 21 years of age)	97% (102)	1945 (56 years of age)
After 1979 (Under 21 years of age)	3% (3)	
Sample Size:	105	
7. What is the highest level of education you have completed? (Respondents checked more than one response for this item)		
Not a high school graduate	10% (11)	College Educated
High school graduate	23% (25)	
Vocational/Technical	11% (12)	
Some college	23% (25)	
College graduate	25% (28)	
Postgraduate degree	12% (13)	
Sample Size:	111	
8. Do you own or rent your home?		
Own	65% (71)	Own their home
Rent	35% (39)	
Sample Size:	110	
9. Do you own a computer?		
Yes	73% (79)	Computer Owners
No	27% (30)	
Sample Size:	109	
10. Which of the following describes your employment status? (Respondents checked more than one response for this item)		
Employed full-time (35+ hours per week)	67% (74)	Employed Full-time
Employed part-time (less than 35 hours per week)	4% (4)	
Self-employed full-time	10% (11)	
Self-employed part-time	3% (3)	
Unemployed/laid off	-0-	
Homemaker	2% (2)	
Student	3% (3)	
Retired	14% (15)	
Sample Size:	111	