

Ad Noting Scores

The following table shows readership scores by gender for the front page of a section versus ads within that section. The scores are taken from the Albuquerque Journal, 3/1/98.

	Noting		Associated		Read Most	
	Male	Female	Male	Female	Male	Female
General News - Front Page	93	93	78	80	47	46
General News - Inside Ads	39	37	28	27	14	12
Metro News - Front Page	54	56	46	45	32	37
Metro News - Inside Ads	35	36	28	30	19	20
Travel - Front Page	60	53	52	44	24	27
Travel - Inside Ads	33	35	24	28	19	19
Arts - Front Page	61	57	51	33	21	18
Arts - Inside Ads	61	68	46	58	32	42
Sports - Front Page	86	62	73	53	57	35
Sports - Inside Ads	35	25	28	19	17	12