

Readership Scores by Section

The following table shows readerships scores for each gender. The scores were measured for the lead front page article of each section of the newspaper.

	Noting		Associated		Read Most	
	Male	Female	Male	Female	Male	Female
Section A General News	92	93	78	80	47	46
Section B Metro News	54	56	46	45	32	27
Section C Travel	60	53	52	44	24	27
Section D Arts	61	57	51	33	24	18
Section E Home and Real Estate	73	71	60	57	32	31
Section H Sports	86	62	73	53	57	35
Women's Magazine	49	80	31	53	22	42