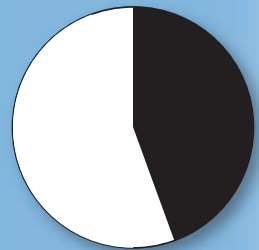


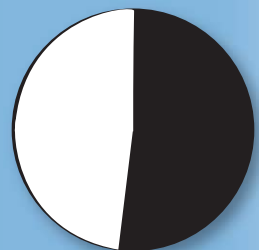
## PRIME AGE

74% of visitors are between the ages of 25-54.  
Median age 42 years.



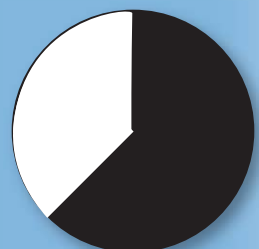
## HOUSEHOLD INCOME

44% have a household income greater than \$75,000.  
Median household income \$81,600.



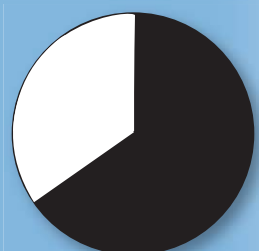
## EDUCATION

53% have obtained a college degree or higher.



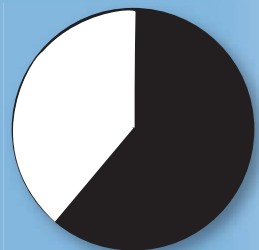
## HOMEOWNERS

70% of visitors are homeowners.



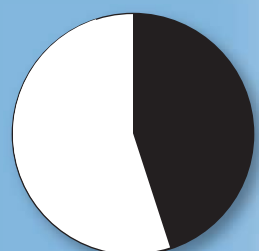
## GENDER

66% of visitors are women.



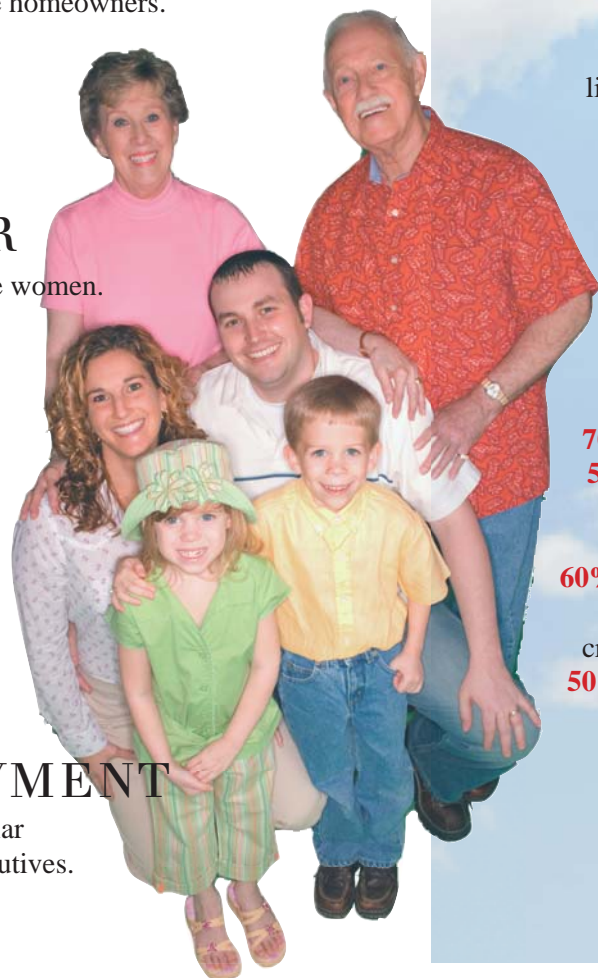
## STATUS

60% of visitors are married.



## EMPLOYMENT

46% are white collar professionals/executives.



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## Demographic PROFILE

### VISITOR VALUE

- 90% of visitors completely/mostly satisfied with the site.
- 73% of site visitors live in the Danbury area.
- 60% have broadband access at home.
- 34% visited the site 5 or more days in the past week.

### TOP REASONS

- 70% visit for local news.
- 50% visit for obituaries.
- 52% visit for weather forecasts.
- 60% visit for breaking news.
- 53% visit for crime/safety information.
- 50% visit for classified ads.

Source: Belden Interactive  
Sales and Site Survey

NewsTimes.com



INTERNET  
BANNER  
ADVERTISING