



We are 18-24

About our readership

Student Body:	4,874
Newspaper issues circulated weekly:	3,500
Magazines circulated quarterly:	2,750
Number of weekly online readers:	3,374
Men:	38 percent
Women:	62 percent
Greek life:	20 percent
Average age:	22
20 or older:	78%

Our living situation

From out of state:	56 percent
With parents:	19 percent
On campus:	37 percent
In an apartment:	44 percent
Own a car:	72 percent

Our buying power

Loyola Students are a force in the economy. Our typical student wields a spending power and disposable income similar to a typical Orleans Parish **family of four***.

Monthly Spending habits*:	One of our students	Typical family of four
Food at home:	\$192	\$274
Restaurants/Bars:	\$211	\$195
Apparel:	\$131	\$157
Entertainment/leisure:	\$116	\$199
	<hr/> \$648	<hr/> \$825

Our dining habits

Loyola Students love dining out. The typical student eats more meals away from the home than nearly any other demographic. In a typical week:

- 68 percent eat fast-food, delivery or takeout
- 74 percent say they travel 6 miles for a favorite food
- 47 percent say they prefer to eat at several different restaurants each week**

Our leisure habits

Loyola Students make ideal customers. The typical student has **more free time*** than any group other than retirees. We spend that time:

- Shopping
- Socializing
- Using technology
- Trying new brands

Our products

The Loyola Student Media is the umbrella group housing The Maroon, The Wolf and The Maroon Online. Founded in 1923, The Maroon is enjoying its 85th year as the community newspaper serving the university. The Wolf is a four-color glossy magazine, and is the Maroon's younger, sassier sibling. The magazine focusses on the lifestyles, trends and happenings of Loyola's vibrant campus. And finally, The Maroon Online serves as the campus' interactive community, and, in addition to serving as an information source for our students, serves as a way for alumni, parents and prospective students to keep up to date with Loyola.

Our awards

- The Pacemaker -- College journalism's highest award: 1984; 1988; 1998; 1999; 1999 (online); 2006
- Society of Professional Journalists Mark of Excellence award for the best non-daily student newspaper in Louisiana, Mississippi, Arkansas and Tennessee: 2000; 2007 and 2008
- Southeast Journalism Conference Best in the South, third place for best college magazine: 2008

* According to the U.S. Bureau of Labor Statistics and the U.S. Census Bureau

** Harris Interactive College Research

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