



audience



research

Adults

	Audience (000)	% Comp	Index
Total Adults	13,865	100	100
Married	8,796	63.4	113
Employed Full Time	5,754	41.5	—
Age 35-49	4,310	31.1	105
Age 35-54	6,104	44.0	113
Age 30+	12,711	94.0	120
Median Age: 53.2			
HHI \$50,000+	7,664	55.3	99
HHI \$60,000+	6,271	45.2	96
HHI \$75,000	4,661	33.6	94
HHI \$100,000	2,846	20.5	—
Median HHI: \$55,249			
Attend/Grad College+	7,409	53.4	100
Grad College+	3,268	23.6	—
Own Home	11,463	82.7	119
Home Value \$100,000+	8,974	64.7	113
Home Value \$200,000+	5,227	37.7	101
Average Home Value: \$244,715			

Source: MRI Spring 2008
Base: Adults