



Demographic Profile

	Audience (000)	Comp (%)	Index
Total Adults	9,072	100	100
Women	6,519	71.9	139
Men	2,553	28.1	58
Median Age	41		
Age 18-49	6,104	67.3	116
Age 25-49	4,551	50.2	110
Age 25-54	5,368	59.2	108
Age 35-54	3,375	37.2	100
Median HHI	\$66,978		
HHI \$60,000+	5,026	55.4	113
HHI \$75,000+	3,972	43.8	114
HHI \$100,000+	2,635	29.0	117
HHI \$150,000+	1,073	11.8	118
Married	4,536	50.0	92
Any Children	4,180	46.1	114
Any College	5,230	57.6	104
Employed	5,821	64.2	107
Home Owned	5,736	63.2	92
A Counties	4,157	45.8	111
B Counties	2,791	30.8	101

Source: GfK MRI Fall 2011