

WHO THEY ARE

	DMA%	U.S.%
Men	49	49
Women	51	51
Married	59	57
Never married (single)	24	25
Widowed/Legally separated/Divorced	17	17
White	79	83
African American	18	12
Hispanic	6	14
Other	*	3
Employed full-time (35 hours or more)	54	49
Employed part-time (less than 35 hours)	13	15
Not employed	34	36
No children in household (age 17 or under)	60	59
One or more	40	41
Two or more	24	24
Three or more	8	9

Source: Scarborough USA+ 2008, Release 2

MARKET DEMOGRAPHICS (VS. U.S.)

	DMA%	U.S.%
18 - 24	12	12
25 - 34	19	18
35 - 44	20	19
45 - 54	19	19
55 - 64	15	15
65 or older	16	17

MARKET HOUSEHOLD INCOME (VS. U.S.)

	DMA%	U.S.%
Less than \$29,999	23	20
\$30,000 - \$39,999	13	14
\$40,000 - \$49,999	13	12
\$50,000 - \$74,999	19	18
\$75,000 - \$99,999	15	15
\$100,000 or more	18	21

Source: Scarborough USA+ 2008, Release 2