

WHO THEY ARE

	NY DMA %	US %
Men	47	49
Women	53	52
Married	54	57
Never married (single)	29	25
Widowed/Legally separated/Divorced	17	18
White	76	83
Black/African American	16	12
Hispanic	19	13
Other	4	3
Employed full-time (35 hours or more)	48	50
Employed part-time (less than 35 hours)	18	15
Not employed	35	35
No. children in HH (under 18)	60	59
One or more	40	41
Two or more	22	24
Three or more	9	9

SOURCE: SCARBOROUGH USA+ 2007

Market Demographics (vs. US)

	US %	NY DMA %
18-24	13	11
25-34	18	17
35-44	19	21
45-54	19	19
55-64	14	14
65 plus	17	17

SOURCE: SCARBOROUGH USA+ 2007

Market Household Income (vs. US)

	US %	NY DMA %
Less than \$29,999	21	17
\$30,000 - \$39,999	14	11
\$40,000 - \$49,999	12	11
\$50,000 - \$74,999	19	16
\$75,000 - \$99,999	15	16
\$100,000 or more	19	30

SOURCE: SCARBOROUGH USA+ 2007