

# Who They Are

	DMA%	U.S.%
Men	48	49
Women	52	51
Married	60	57
Never married (single)	23	25
Widowed/Legally separated/Divorced	17	17
White	90	83
African American	7	12
Hispanic	50	14
Other	2	3
Employed full-time (35 hours or more)	50	50
Employed part-time (less than 35 hours)	15	15
Not employed	35	35
No children in household (age 17 or under)	55	59
One or more	45	41
Two or more	29	25
Three or more	11	10

Source: Scarborough USA+ 2008, Release 1

## MARKET DEMOGRAPHICS (VS. U.S.)

	DMA%	U.S.%
18 - 24	14	13
25 - 34	19	18
35 - 44	19	19
45 - 54	18	19
55 - 64	14	14
65 or older	16	17

Source: Scarborough USA+ 2008, Release 1

## MARKET HOUSEHOLD INCOME (VS. U.S.)

	DMA%	U.S.%
Less than \$29,999	25	21
\$30,000 - \$39,999	18	14
\$40,000 - \$49,999	12	12
\$50,000 - \$74,999	17	18
\$75,000 - \$99,999	13	15
\$100,000 or more	15	21

Source: Scarborough USA+ 2008, Release 1