



## 30 Days Cumulative

Target	Media Reach %	Audience Composition %
<b>Gender</b>		
Men--18+	12%	53%
Women--18+	10%	47%
<b>Age</b>		
Age 18-20	19%	15%
Age 25-34	27%	40%
Age 35-44	7%	13%
Age 45-49	10%	9%
Age 45 Plus	6%	26%
Age 50 Plus	4%	17%
Age 65 Plus	1%	2%
<b>Household Income</b>		
\$35,000 Plus	14%	82%
\$50,000 Plus	15%	56%
\$75,000 Plus	16%	36%
\$100,000 Plus	17%	20%
\$150,000 Or More	5%	2%
<b>Occupation</b>		
Professional, Technical	28%	32%
Proprietors, Managers	8%	9%
Clerical/Sales Worker	24%	25%
White Collar Workers	20%	66%
Blue Collar Workers	4%	7%
Retired	3%	6%
Homemaker	9%	6%
Business Owner/Partner/ Corp. Officer	9%	5%
<b>Education</b>		
Some High School Or Less	26%	26%
High School Graduate	3%	9%
Some College	6%	11%
College Graduate [One Degree]	18%	38%
Advanced College Degree	19%	16%
Single And/Or Advanced Degree	18%	55%

Target	Media Reach %	Audience Composition %
<b>Marital Status</b>		
Married	9%	47%
Never Married	17%	36%
Engaged	47%	12%
Separated	5%	1%
Divorced	5%	3%
Widowed	2%	1%
<b>Market Value of Home</b>		
\$100,000-\$199,999	12%	31%
\$200,000 Plus	10%	18%
\$300,000 Plus	6%	4%
\$400,000 Plus	11%	3%
\$500,000 Plus	12%	2%
<b>Family Size</b>		
1 Person	3%	4%
2 Persons	8%	24%
3-4 Persons	18%	63%
5 Or More	8%	9%
<b>Guilford County Residents</b>		
Live In--Guilford County	20%	63%
<b>Years In City</b>		
1 Year Or Less	11%	3%
Under 5 Years	3%	4%
Under 10 Years	12%	32%
10 Years Or More	11%	76%
20 Years Or More	8%	39%
<b>E-Commerce</b>		
1 + Purchases Past Year	17%	83%
5 + Purchases Past Year	19%	58%
12 + Purchases Past Year	15%	28%