

news-record.com

30 Days Cumulative

Target	Media Reach %	Audience Composition %
Gender		
Men--18+	19%	54%
Women--18+	15%	46%
Age		
Age 18-20	19%	10%
Age 25-34	24%	23%
Age 35-44	25%	28%
Age 45-49	18%	10%
Age 45 Plus	12%	36%
Age 50 Plus	10%	26%
Age 65 Plus	6%	6%
Household Income		
\$35,000 Plus	22%	82%
\$50,000 Plus	24%	55%
\$75,000 Plus	29%	42%
\$100,000 Plus	38%	29%
\$150,000 Or More	28%	7%
Occupation		
Professional, Technical	31%	23%
Proprietors, Managers	20%	15%
Clerical/Sales Worker	30%	20%
White Collar Workers	27%	58%
Blue Collar Workers	12%	13%
Retired	8%	9%
Homemaker	18%	8%
Business Owner/Partner/ Corp. Officer	16%	5%
Education		
Some High School Or Less	27%	17%
High School Graduate	7%	14%
Some College	13%	17%
College Graduate [One Degree]	25%	36%
Advanced College Degree	30%	17%
Single And/Or Advanced Degree	27%	52%

Target	Media Reach %	Audience Composition %
Marital Status		
Married	18%	61%
Never Married	15%	21%
Engaged	34%	6%
Separated	38%	5%
Divorced	12%	5%
Widowed	8%	3%
Market Value of Home		
\$100,000-\$199,999	20%	34%
\$200,000 Plus	15%	17%
\$300,000 Plus	14%	7%
\$400,000 Plus	23%	4%
\$500,000 Plus	44%	4%
Family Size		
1 Person	7%	6%
2 Persons	14%	27%
3-4 Persons	23%	57%
5 Or More	44%	10%
Guilford County Residents		
Live In--Guilford County	34%	67%
Years In City		
1 Year Or Less	29%	5%
Under 5 Years	13%	12%
Under 10 Years	17%	28%
10 Years Or More	17%	75%
20 Years Or More	14%	44%
E-Commerce		
1 + Purchases Past Year	25%	83%
5 + Purchases Past Year	33%	65%
12 + Purchases Past Year	29%	34%

Source: The Media Audit, April 2009