



## Audience Profile

### Gender

- 72% Woman
- 28% Men

### Age

- 52% 35 – 54
- 29% 55 plus
- 19% 25 – 34

### Education

- 86% Have a college degree or higher

### Household Income

- 50% Have a median household income over \$75,000
- 29% Have a median household income over \$100,000

### Household Data

- 77% Home Owners
- 56% Have children under 18

### Median Home Value

- \$335,000

### In a 30 day period

- 83% purchase food weekly at a major grocery chain
- 78% have purchased a bottle of wine
- 71% have attended a movie
- 67% have made an on-line purchase
- 58% have visited an upscale restaurant