

| | | AUDIENCE (000) | COMP (%) | INDEX |
|------------------|------------------------------|-------------------|-------------|-------|
| Readership | Adults | 2,401 | 100.0 | 100 |
| | Men | 919 | 38.3 | 79 |
| | Women | 1,482 | 61.7 | 119 |
| Age | 25-49 | 1,818 | 75.7 | 157 |
| | 25-54 | 2,033 | 84.7 | 148 |
| | 35-44 | 1,012 | 42.1 | 211 |
| | 35-54 | 1,674 | 69.7 | 178 |
| | Median Age: 43 | | | |
| Marital Status | Married | 2,004 | 83.5 | 148 |
| Children in HH | Any kids under 18 years | 2,342 | 97.5 | 240 |
| | Kids less than 2 years old | 239 | 10.0 | 126 |
| | Kids 2-5 years old | 828 | 34.5 | 231 |
| | Kids 6-11 years old | 1,056 | 44.0 | 238 |
| | Kids 12-17 years old | 1,061 | 44.2 | 226 |
| Education | Att-Grad College+ | 1,861 | 77.5 | 148 |
| | Graduated College+ | 1,182 | 49.2 | 196 |
| Occupation | Prof/Managerial | 970 | 40.4 | 176 |
| | Top Executives* | 897 | 37.4 | 197 |
| Household Income | \$60,000+ | 1,850 | 77.1 | 175 |
| | \$75,000+ | 1,596 | 66.5 | 202 |
| | \$100,000+ | 1,133 | 47.2 | 238 |
| | Median HHI: \$96,370 | | | |
| Home Ownership | Own Home | 1,988 | 82.8 | 119 |
| Home Value | \$200,000+ | 1,424 | 59.3 | 169 |
| | \$500,000+ | 655 | 27.3 | 268 |
| | Median Home Value: \$361,343 | | | |

*Top Executives = Pres/VP/Treasurer/Chairman/CEO of Board/Member of Board/Comptroller/CFO/General Manager/Owner-Partner/Manager
Source: 2006 Fall MRI Prototype