

mf

2010 demographic profile

	AUDIENCE (000)	% COMPOSITION	INDEX
TOTAL ADULTS	7,574	100	100
MEN	6,692	88.4	183
WOMEN	882	11.6	23
MEDIAN AGE	36.4		
AGE 18-24	1,393	18.4	146
AGE 18-34	3,507	46.3	152
AGE 18-49	6,400	84.5	142
AGE 25-34	2,114	27.9	156
AGE 25-44	4,222	55.7	152
ATTENDED ANY COLLEGE	5,170	68.3	125
EMPLOYED	5,998	79.2	129
PROFESSIONAL/ MANAGERIAL	1,808	23.9	104
MEDIAN HHI	\$77,054		
HHI \$100,000+	2,726	36.0	143
HHI \$75,000+	3,882	51.3	131
HHI \$60,000+	4,787	63.2	126
LIVE IN A/B COUNTY	5,984	79.0	111
SINGLE	3,176	41.9	162
BLACK/AFRICAN AMERICAN	1,542	20.4	176
SPANISH/HISPANIC ORIGIN	1,326	17.5	129

SOURCE: MRI FALL 2009

