

MARKET/READER PROFILE

AGES:	1 - 19	25.6%	45 - 64	28.5%
	20 - 34	18.2%	65+	14.3%
	35 - 44	13.5%		

MEDIAN HOUSEHOLD INCOME: \$ 69,519

HOUSEHOLD INCOME:	\$100,000 & up	33.3%
	\$75,000-100,000	13.4%
	\$50,000-74,999	16.7%
	\$25,000-49,999	18.8%
	Below \$25,000	17.7%

OCCUPATION:

Management, Business, Science & Arts	40.9%
Service Occupations	17.4%
Sales and Office Occupations	24.3%
Natural Resources, Construction & Maintenance	7.6%
Production, Transportation & Material Moving	9.8%

EDUCATIONAL ATTAINMENT:

Post Graduate Educated	15.8%
College Educated	63.8%

More than **50,500** unduplicated households read
Voices/Town Times/Voices Weekender

46.7% of adults have household income of \$75,000+

- Median household income of \$69,519

- **63.8%** of adults are college educated

40.9% of market are in professional or management careers

- Prime Publishers' market covers 10 school districts

20% of market are 60 years of age or older

25.6% are 19 years of age or younger