

Profile of the 9News Viewer:

*Adults who have watched any half-hour
of WCPO News during a full day*

■ Gender:

Male 43% Female 57%

■ Age:

18-24: 6%
25-34: 13%
35-49: 24%
50-64: **31%**
65+: 26%

■ Marital Status:

Married **59%**

■ Household Income:

< 25,000 17%
\$25,000-\$34,999 12%
\$35,000-\$49,999 20%
\$50,000-\$74,999 19%
\$75,000+ **32%**

■ Education:

< High School: 10%
High School Grad: 42%
Some College: 23%
College Grad+: **25%**

