

Profile of the 9News Viewer

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

Gender

Male 40%
Female 60%

Marital Status

Married 56%

Age

18-24 8%
25-34 12%
35-49 22%
50-64 29%
65+ 29%

Household Income

<25,000 17%
\$25,000-\$34,999 14%
\$35,000-\$49,999 18%
\$50,000-\$74,999 14%
\$75,000+ 27%



Source: Scarborough 2009, Release 1 (Sep 2008 - Feb 2009.)