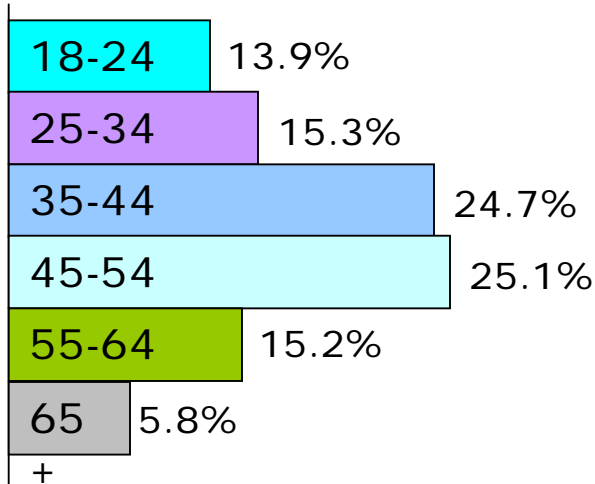
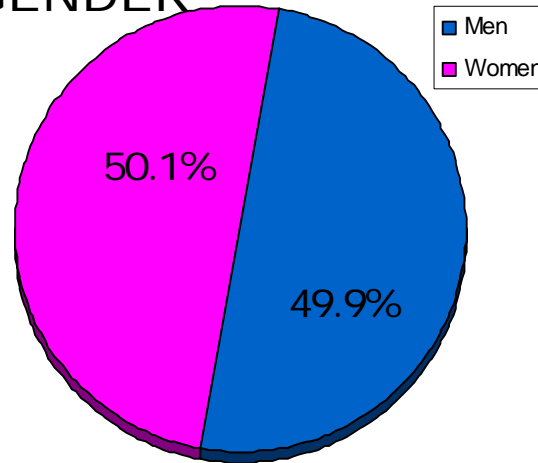


WYFF4.COM: VISITOR PROFILE

AGE



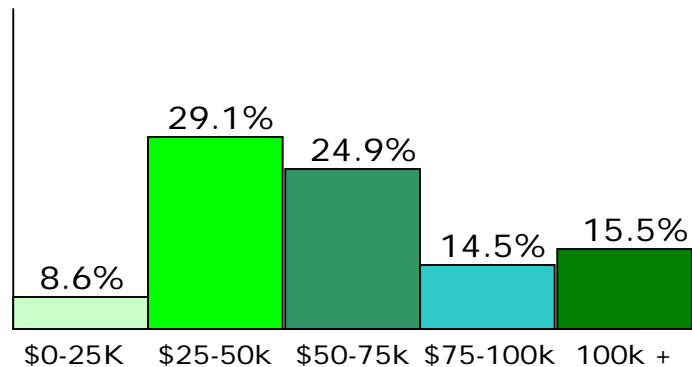
GENDER



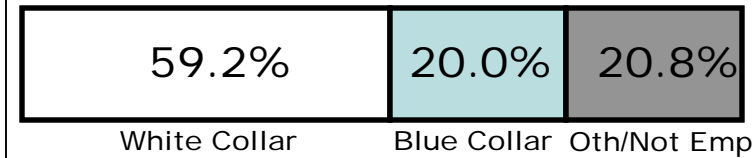
EDUCATION

Not HS graduate	2.3%
High school grad	30.8%
Some college	34.9%
College graduate	18.6%
Some post graduate	2.7%
Post grad degree	10.6%

HOUSEHOLD INCOME



OCCUPATION TYPE



Source: Scarborough Data 2009 "Visited WYFF4.com in past 30 days"

Source: Media Audit Feb-Apr 08



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