



HEARST television inc



	Market Viewers	WLKY Viewers
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GENDER

Men	48%	49%
Women	52%	51%

AGE

18-24	10%	7%
25-35	18%	12%
35-44	18%	19%
45-54	20%	21%
55+	34%	41%

HOUSEHOLD INCOME

<\$30K	25%	23%
\$30-\$50K	27%	28%
\$50-\$75K	19%	20%
\$75-\$100K	13%	13%
\$100K+	16%	17%

	Market Viewers	WLKY Viewers
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EDUCATION

HS/Some College	70%	71%
College Graduate	12%	12%
Post Graduate	7%	7%

OCCUPATION SUMMARIES

White Collar	37%	34%
Blue Collar	22%	21%
Mgmt/Business/Finance	11%	11%
Service	10%	8%
Sales	13%	12%



SCARBOROUGH
research