

# WISN 2007



	TheMilwaukeeChannel.com User		WISN-TV Viewer		WISN-TV/ABC Prime Viewer	
<b>GENDER</b>	<b>N = 98</b>		<b>N = 712</b>		<b>N = 822</b>	
Total Adults	137,425	100%	998,438	100%	1,152,691	100%
Men	68,713	50%	444,529	45%	531,472	46%
Women	68,713	50%	553,908	55%	621,219	54%
<b>STANDARD AGE RANGES</b>	<b>N = 98</b>		<b>N = 712</b>		<b>N = 822</b>	
18 - 24	29,448	21%	129,012	13%	124,805	11%
25 - 34	32,253	23%	182,299	18%	227,173	20%
35 - 44	26,644	19%	159,862	16%	182,299	16%
45 - 54	23,839	17%	228,575	23%	295,885	26%
55 - 64	16,828	12%	133,218	13%	143,035	12%
65+	8,414	6%	165,471	17%	179,494	16%
<b>HOUSEHOLD INCOME</b>	<b>N = 98</b>		<b>N = 712</b>		<b>N = 822</b>	
<\$20K	15,425	11%	161,264	16%	161,264	14%
\$20-\$30K	9,816	7%	117,793	12%	129,012	11%
\$30-\$40K	16,828	12%	131,816	13%	155,655	14%
\$40-\$50K	18,230	13%	102,368	10%	116,391	10%
\$50-\$75K	28,046	20%	190,713	19%	234,184	20%
\$75-\$100K	32,253	23%	159,862	16%	194,920	17%
\$100K+	16,828	12%	134,621	13%	161,264	14%
<b>EDUCATION</b>	<b>N = 98</b>		<b>N = 712</b>		<b>N = 822</b>	
Grade School	0	0%	12,621	1%	12,621	1%
Some High School	7,012	5%	43,471	4%	46,276	4%
High School	29,448	21%	342,161	34%	364,598	32%
Some College	33,655	24%	186,506	19%	222,966	19%
Vocational Technical	9,816	7%	60,299	6%	79,931	7%
College Graduate	32,253	23%	213,150	21%	256,621	22%
Some Graduate Work	5,609	4%	25,241	3%	28,046	2%
Graduate degree	19,632	14%	114,989	12%	141,632	12%
<b>OCCUPATION</b>	<b>N = 98</b>		<b>N = 712</b>		<b>N = 822</b>	
White Collar/Mgr/Prof	57,494	42%	360,391	36%	450,138	39%
Working Women	50,483	37%	343,564	34%	405,265	35%
White Collar	42,069	31%	287,472	29%	344,966	30%
Blue Collar/Operative Worker	23,839	17%	127,609	13%	158,460	14%
Blue Collar	18,230	13%	84,138	8%	105,172	9%
Service	16,828	12%	65,908	7%	77,126	7%
Managerial	15,425	11%	70,115	7%	100,966	9%
Retired	11,218	8%	186,506	19%	199,127	17%
Clerical	9,816	7%	105,172	11%	126,207	11%
Homemaker	8,414	6%	65,908	7%	65,908	6%
Student	7,012	5%	30,851	3%	19,632	2%
Operative	5,609	4%	43,471	4%	53,287	5%
Unemployed	2,805	2%	54,690	5%	53,287	5%
Professional	0	0%	2,805	0%	4,207	0%
Military	0	0%	1,402	0%	2,805	0%

Source: Marshall Marketing & Communications

Data Format: Target Population + Percent  
\* N < 35