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GENDER



PRESENCE OF CHILDREN

10% Age 2–11
16% Age 2–17

HOUSEHOLD INCOME

14% \$75K+
8% \$100K+
2% \$200K+

MEDIAN HOUSEHOLD INCOME

\$41,564

EDUCATION

25% Bachelors Degree or Higher

AGE

22% Adults 18-49
20% Adults 25-54
51 Median Age

HOME OWNERSHIP

41%

AUDIENCE COMPOSITION

2% African-American
100% Hispanic

