



***KSBW Visitor Profile* Total Adults 18+ KSBW Ch. 8 NBC Viewers**

Total Adults	100.00%	100.00%
Men	51.00%	49.40%
Women	49.00%	50.60%

STANDARD AGE RANGES	Total Adults 18+	KSBW Ch. 8 NBC Viewers
18 - 34	13.50%	13.80%
18 - 49	31.60%	29.80%
25 - 34	62.00%	57.10%
25 - 54	18.10%	16.00%
35 - 44	57.50%	52.50%
35 - 49	18.50%	15.50%
45 - 54	30.40%	27.30%
45 - 49	20.90%	21.00%
50 - 54	11.90%	11.80%
50 - 64	9.00%	9.20%
50+	24.00%	25.20%
55 - 64	38.00%	42.90%
65+	15.00%	16.00%

HOUSEHOLD INCOME	Total Adults 18+	KSBW Ch. 8 NBC Viewers
<\$30K	17.00%	15.70%
\$20-\$30K	30.10%	26.70%
\$20-\$40K	13.10%	11.00%
\$30-\$40K	28.60%	25.80%
\$30-\$50K	15.50%	14.70%
\$40-\$50K	21.10%	20.80%
\$40K+	5.60%	6.10%
\$50K+	54.40%	58.60%
\$50-\$75K	48.80%	52.50%
\$75-\$100K	15.00%	16.00%
\$75K+	11.80%	14.00%
\$100K+	33.80%	36.50%

EDUCATION	Total Adults 18+	KSBW Ch. 8 NBC Viewers
Some High School	4.80%	2.60%
High School	3.40%	3.30%
Some College	25.90%	27.40%
Vocational Technical	21.40%	23.20%

College Graduate	2.50%	2.20%
Some Graduate Work	22.40%	22.80%
Graduate degree	4.00%	4.40%

OCCUPATION	Total Adults 18+	KSBW Ch. 8 NBC Viewers
Working Women	33.90%	34.10%
White Collar	28.00%	28.90%
Retired	24.30%	22.70%
Blue Collar/Operative Worker	16.60%	19.90%
Blue Collar	13.80%	12.20%
Unemployed	11.10%	9.60%
Managerial	10.10%	9.00%
Clerical	9.30%	10.90%
Homemaker	8.90%	9.40%
Service	6.50%	5.00%
Student	4.50%	4.20%
Operative	4.10%	4.40%
Military	2.60%	2.60%
Farmer	1.00%	1.10%
Professional	0.60%	0.70%
