

THE MEDIA AUDIT

MEDIA QUICK PROFILE
All Groups (Cume)
TOTAL
Page 1



REPORT MARKET: MELBOURNE, FL
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: APR-MAY 2011 / APR-JUN 2012
MEDIA: BREVARD BUSINESS NWS

BASE POPULATION: 442,382

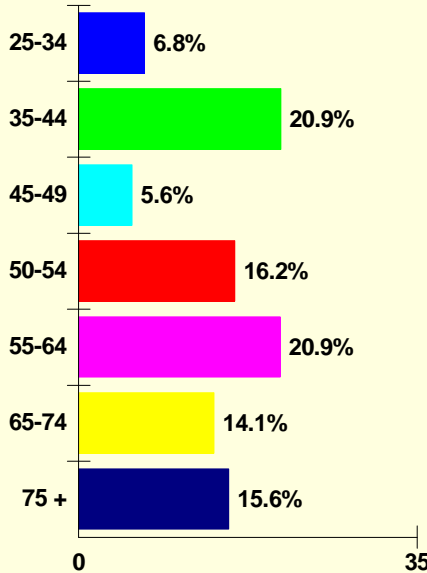
% IN MEDIA: 8.5

MEDIA PERSONS: 37,748

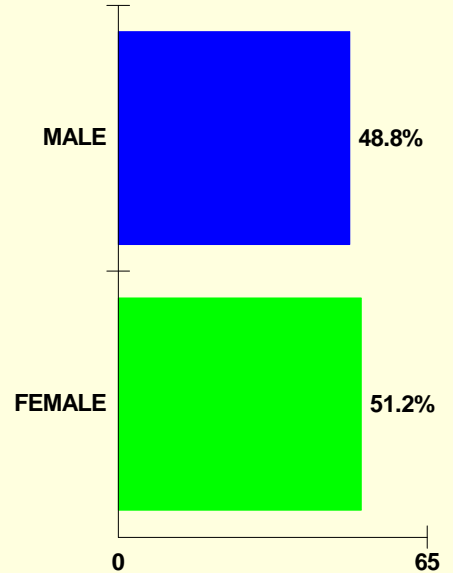
Audience Profile (Cume)

Total Income: \$2,258,460,750
Mean Income: \$59,830
Mean Age: 56
Home Owners: 84%
Mean Home Value: \$221,162
Mean Miles Past Week: 187

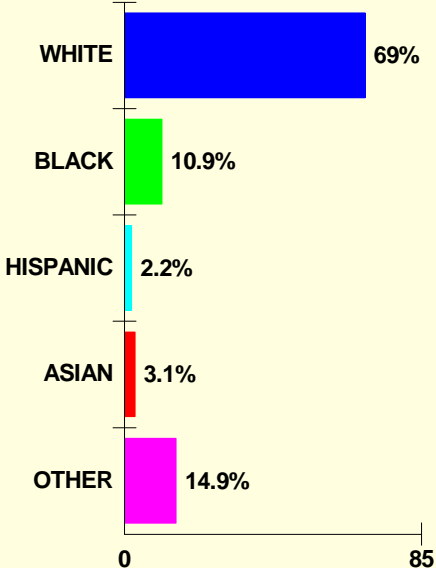
Age Analysis (Cume)



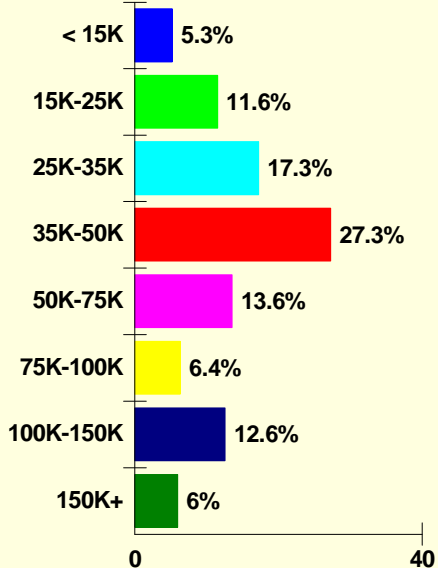
Gender Profile (Cume)



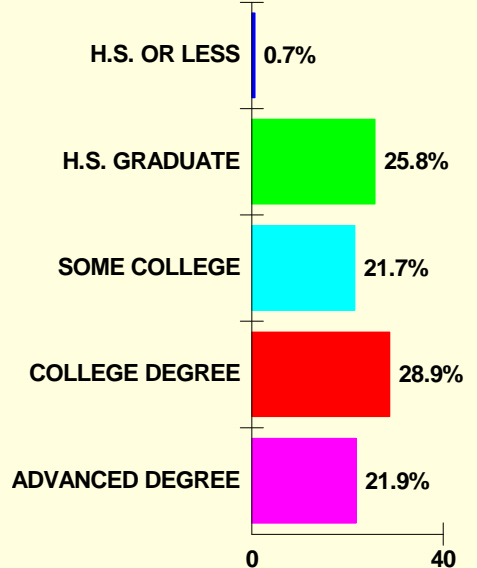
Ethnicity Profile (Cume)



Annual Income (Cume)



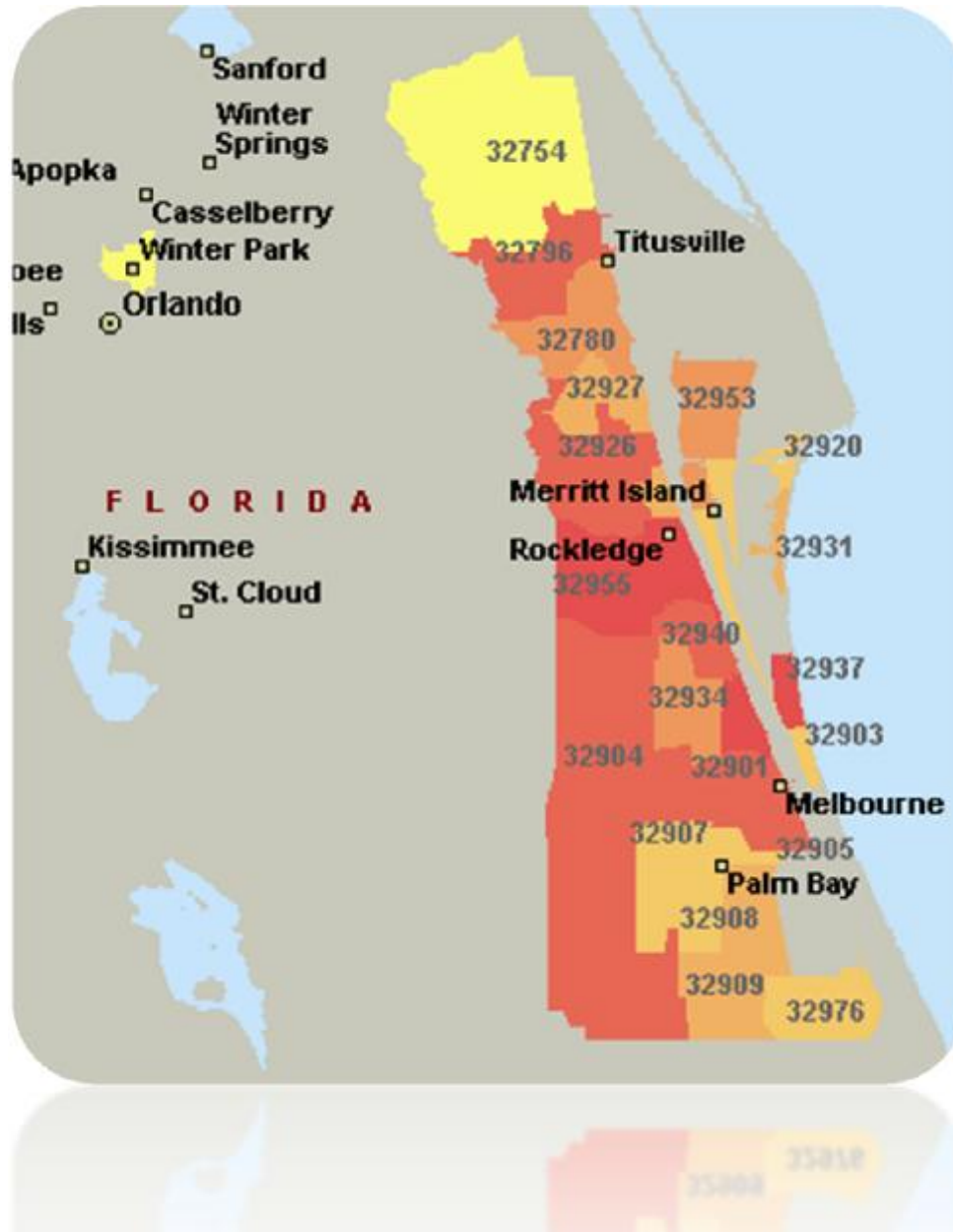
Education Profile (Cume)



DEMOGRAPHICS MAY NOT ADD UP TO 100% BECAUSE SOME RESPONDENTS DO NOT REPORT ONE OR MORE DEMOGRAPHICS

Information is Subject to All Limitations and Restrictions as Stated in the original Survey.
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Readership Map



☐ BREVARD BUSINESS NWS

- 2,500 to 4,730
- 2,300 to 2,499
- 1,400 to 2,299
- 1,100 to 1,399
- 600 to 1,099
- 450 to 599
- 300 to 449
- 130 to 299