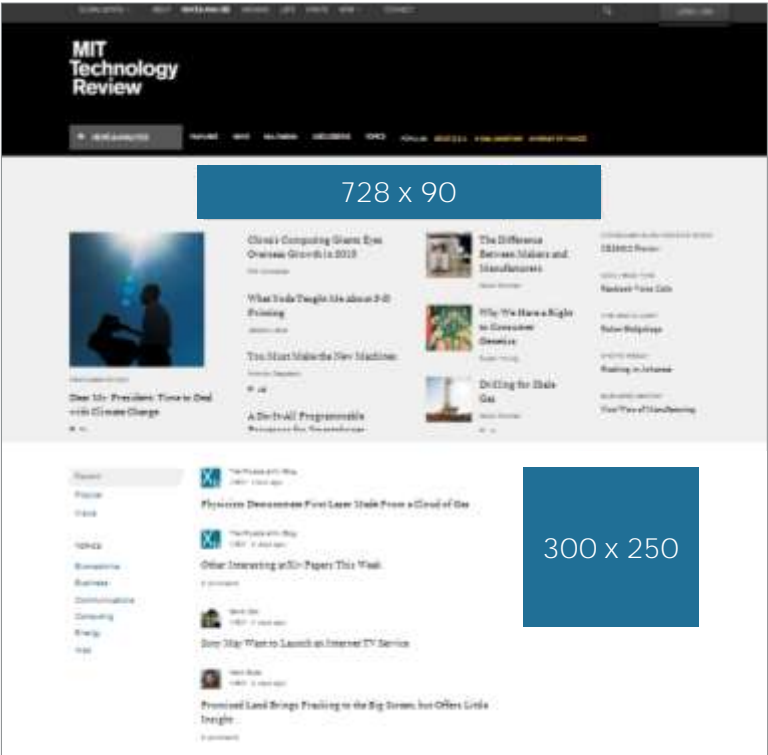


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AVERAGE READER	COMP	INDEX
Median Age	42	n/a
Male	79%	154
College Educated	80%	103
HHI \$150,000+	49%	115
Median HHI	\$148,800	105

Source: 2012 Mendelsohn Affluent Survey HHI 100K+