

Rate Base: 1,650,000

Target	Aud (000)	Comp	Index
Adults	5,608	100%	100
Men	4,675	83%	173
Women	933	17%	32

Age		Median Age: 48.9	Average Age: 48.7
18-34	1,210	22%	71
35-44	1,077	19%	101
25-54	3,254	58%	103
45-54	1,376	25%	126
55-64	909	16%	111
65+	1,036	19%	113

Education

Graduated College+	2,433	43%	163
Attended College+	4,130	74%	136

Occupation

Top Management	790	14%	153
Professional/Managerial	1,762	31%	135

Household Income

Median HHI: \$96,659 Average HHI: \$109,847

HHI \$100K+	2,661	48%	193
HHI \$75K+	3,731	67%	175
HHI \$50K+	4,656	83%	144

Home Ownership

Median HV: \$267,524 Average HV: \$321,271

Own Home	4,773	85%	122
Home Value \$200K+	3,276	58%	161
Home Value \$150K+	3,972	71%	153