

Who We Reach

Gender & Age

Income & Characteristics

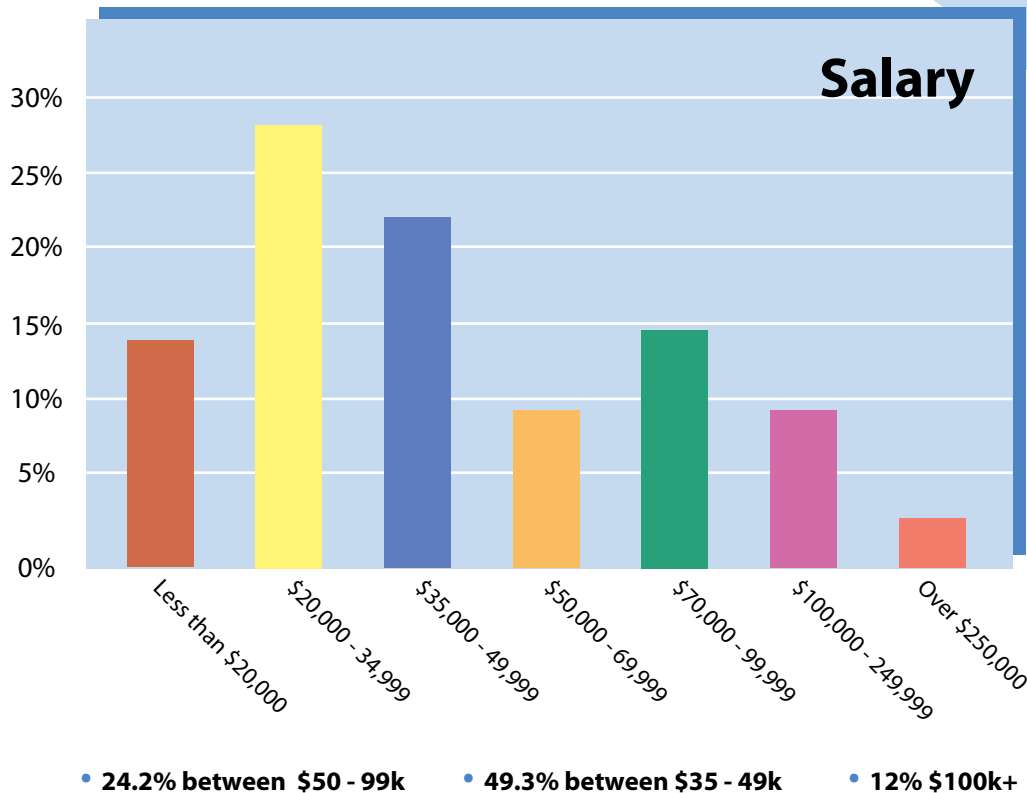


Demographics

Television that works

TECC Audiences

TECC Audience Demographics by salary



Industries

• Healthcare	16.2%
• IT	11.1%
• Between Jobs	7.0%
• Media	6.8%
• Telecommunications	6.0%
• Retail	5.1%
• Restaurant/ Food Services	4.3%
• Aerospace/ Defense	4.3%
• Diversified Services	4.3%
• Government	4.3%
• Financial Services	4.9%
• Electronic & Misc. Tech	3.4%
• Energy/Utilities	3.4%
• Construction	2.6%
• Manufacturing	2.6%
• Research	2.6%
• Teaching	2.6%
• Transportation	1.7%

Viewer Characteristics

Facts about our audience:

- 28% more likely to have a graduate degree
- 33% of the audience is employed in Top Management positions, defined by the titles of President, Vice President, Treasurer, and Chairperson
- 31% more likely than the average U.S. adult to be responsible for business purchases
- 74% are homeowners and 18% own homes valued over \$200,000+
- 44% own some type of investments
- They are 30% more likely than the average U.S. adult to have made a financial transaction on-line in the past month.
- 131% more likely to own treasury notes, municipal/state bonds, corporate bonds and debentures
- And twice as likely to own shares in mutual funds and common or preferred stock
- They are 2 ½ times as likely to bank on-line
- And twice as likely to have used money management counsel/financial planning