

## User Profile

### Age

18 – 34	26.8%
25 – 54	63.2%
55+	26.9%

### Gender

Male	59.0%
Female	41.0%

### Education

Attended College	50.7%
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### Household Income

\$50k - \$74,999	15.5%
\$75k - \$99,999	16.6%
\$100k+	37.1%

### Home Ownership

Own Home	74.0%
Home Value \$250K+	25.6%

### Presence of Children

1+ Child in HH	49.8%
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### Race

White	70.3%
Black	25.8%

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