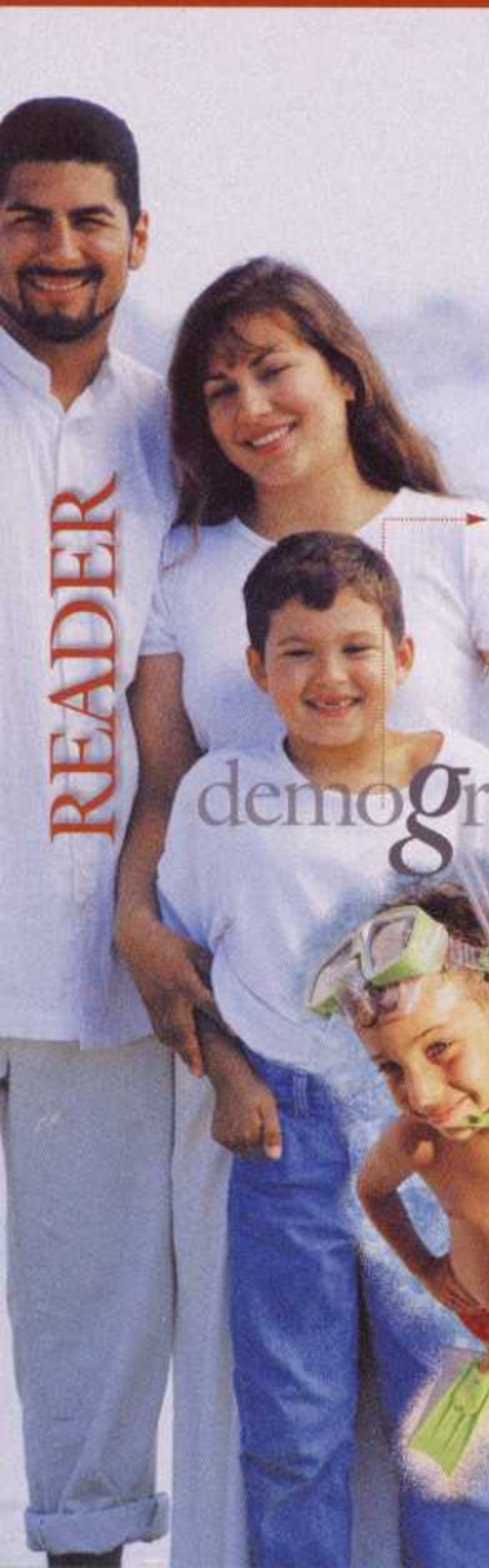


SUBSCRIBER PROFILE



Charisma & CHRISTIAN LIFE

TOTAL ADULTS

Total Adults: 100%	
Men	30%
Women	70%

MARITAL STATUS

Single	19%
Married	66%
All Others	15%

AGE

Average Age: 50 Years	
25-34	7.3%
35-44	22.6%
45-54	26.4%
55+	38.6%

EDUCATION

Attended College	31.1%
Grad 4-Year College	17.0%
Master's Degree	9.8%

demographics

OCCUPATION

Professional/Managerial	54.0%
Clergy/Church	10.0%
Homemakers	13.8%

HOUSEHOLD INCOME

Average Household Income: \$51,000	
Average Household Net Worth: \$240,700	
HHI \$75,000+	15.3%
HHI \$50,000+	32.6%
HHI \$40,000+	46.0%

CHILDREN AT HOME

Average Children at Home: 2	
One	14.5%
Two+	20.7%
Three +	9.5%
None	59.8%