

Age	# users	% down	Index	Rank	Volume potential	Rank
18-24	9266	16.7	132	1	$.167 \times 132 = 22$	3
25-34	11919	21.4	120	2	$.214 \times 120 = 26$	1
35-44	11857	21.3	114	3	$.213 \times 114 = 24$	2
45-54	10569	19	97	4	$.19 \times 97 = 18$	4
55-64	6513	11.7	79	5	$.117 \times 79 = 9$	5
65+	5478	9.9	60	6	$.099 \times 60 = 6$	6

Race	# users	% down	Index	Rank	Volume potential	Rank
White	39173	70.5	92	6	$.705 \times 92 = 65$	1
Black/African Amer.	7054	12.7	109	5	$.127 \times 109 = 14$	5
Amer. Indian or Alaskan Native	577	1	92	6	$.01 \times 92 = .92$	7
Asian	1818	3.3	124	3	$.003 \times 124 = 4$	6
Other	7812	14.1	147	1	$.141 \times 147 = 21$	4
White Only	38568	69.4	92	6	$.694 \times 92 = 64$	2
Black/African Amer. Only	6877	12.4	110	4	$.124 \times 110 = 14$	5
Multi. Race	10158	18.3	138	2	$.183 \times 138 = 25$	3

Marital Status	# users	% down	Index	Rank	Volume potential	Rank
Not married	17563	31.6	122	1	$.316 \times 122 = 39$	2
Now married	29243	52.6	96	3	$.526 \times 96 = 50$	1
Engaged	3256	5.9	119	2	$.059 \times 119 = 7$	4
Widow/separated/divorce	8796	15.8	83	4	$.158 \times 83 = 13$	3