

DEMOGRAPHIC PROFILE

HEALTHSTART PROGRAM

GENDER:	
Female	79.6%
Male	20.4%
AGE:	
Average	61.6 years
Less than 45	14.3%
45 - 54	14.3%
55 - 64	22.7%
65 - 74	26.5%
75+	22.2%
HOUSEHOLD INCOME:	
Average	\$33,600
\$25,000+	56.1%
\$35,000+	35.3%
\$50,000+	19.1%
NO. IN HOUSEHOLD:	
One	29.3%
Two	47.7%
Three+	22.9%
No. HH with Children	23.4%
MARITAL STATUS:	
Married	48.9%
Single	51.1%

Source: Signature Research Group./ Dialogue Co.