

# Reno DMA

## Fall 2009 Survey Results

### Personal Demographics Reno DMA

Demographic	% DMA 2009
Men	51.5%
Women	48.5%
18 – 24	12.1%
25 – 34	18.0%
35 – 44	17.9%
45 – 54	19.2%
55 – 64	16.1%
65 +	16.7%
High School Grad	33.7%
Some College/Trade School	13.5%
College Grad 4+ years	11.9%
Employed – Full-time 35+hrs	48.5%
Employed – Part-time	10.6%
Retired	22.6%
Homemaker	8.9%
\$0 - \$29,999	21.8%
\$30,000 - \$49,999	22.9%
\$50,000 - \$99,999	37.2%
\$100,000 - \$249,999	15.5%
\$250,000 +	2.6%
Have Children in the home	42.5%
Have Pets in the home	70.3%

**Reno Office:**  
9335 Prototype  
Reno, NV 89521  
775.348.2272

### Top 20 Cable Networks Watched in Last 7 days

Network	% DMA 2009
Discovery	38.9%
ESPN	29.9%
History	29.2%
Food Network	26.2%
National Geographic	24.8%
A&E	24.2%
TNT	23.0%
USA Network	21.8%
Animal Planet	20.5%
FOX News Channel	20.0%
Comedy Central	20.0%
Headline News	19.8%
CNN	18.9%
TBS	17.8%
ESPN2	17.7%
The Weather Channel	17.4%
Lifetime	16.9%
Spike TV	16.1%
Disney Channel	15.2%
Cartoon Network	14.5%

### Top 10 Activities in Last 12 months

Activity	% DMA 2009
Gardening	46.2%
Camping	37.7%
Swimming	29.6%
Bowling	27.5%
Bicycling	26.1%
Hiking	25.8%
Photography	25.4%
Fishing	24.7%
Jogging/Running	24.3%
Volunteer work	24.0%