



BASIC DEMOGRAPHICS INFORMATION

- **300 targeted WIBL cities within the United States**
- **30,000+ population in each WIBL city**
- **Age: 6 to 60 years**
- **Sex: Male and female**
- **Occupation: General labor to professional**
- **Nationality: All**
- **Education: Elementary to College**
- **Race: All**
- **Religion: All**
- **Stage of Family: Single, single w/ children, married, married w/ children**

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