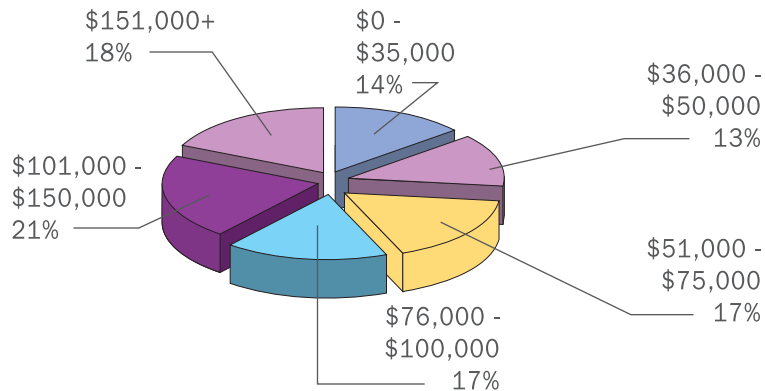


Sunday, January 6, 2008

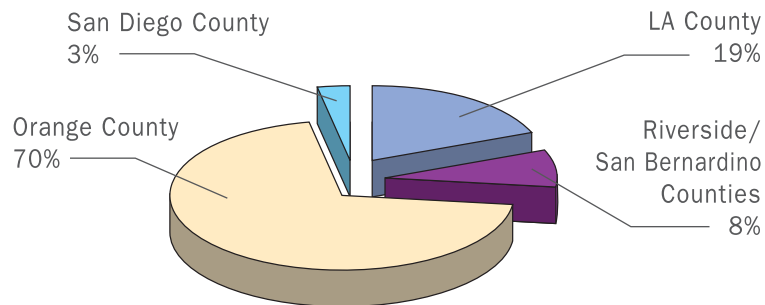
Orange County, California

Income:



56% of OCM households report an income of over \$76,000
39% of OCM households report an income of over \$101,000

California Representation:



95% of OCM participants come from California, with 70% from Orange County, and 30% from other counties
5% of OCM participants travel from out of state

Top Cities Represented

1. Irvine – 8%
2. Newport Beach – 6%
3. Huntington Beach – 4.5%
4. Santa Ana – 4%
5. Mission Viejo – 3.5%
6. Los Angeles – 3.5%
7. Costa Mesa – 3.5%
8. Orange – 2.5%
9. Anaheim – 2.5%
10. Long Beach – 1.5%

Gender:

Female - 51%
Male - 49%

Ages:

20's - 21%
30's - 28%
40's - 24%
50's - 12%
60's+ - 5%

2007 Participant Demographics



presented by NUTRILITE

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