

ADULT READERS

DEMOGRAPHIC	(000)	% COMP
Adults	32,145	100%
Women	25,860	80%
Men	6,286	20%
Adult Readers Per Copy	4.3	

AGE	(000)	% COMP
18-34	7,158	22%
18-49	13,853	43%
25-49	11,298	35%
25-54	14,380	45%
50+	18,292	57%
Median Age	53.60	

HOUSEHOLD INCOME	(000)	% COMP
\$50,000+	21,001	65%
\$75,000+	14,520	45%
\$100,000+	10,213	32%
Median HH Income	\$68,721	

MARITAL STATUS	(000)	% COMP
Married	18,475	58%

HOME OWNERSHIP	(000)	% COMP
Own Home	23,052	72%
Median Home Value	\$250,070	

EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College	20,258	63%
Graduated College	9,719	30%
Employed	17,917	56%
Dual Income Household	8,319	26%

CHILDREN	(000)	% COMP
Parent	9,058	28%
Families (Married & Parent)	6,416	20%
Any Child Under 18	11,421	36%

Source: MRI Spring 2019, Base: Adults