



# WOMEN READERS

DEMOGRAPHIC	(000)	% COMP
Women	25,860	100.0%
Readers Per Copy	3.47	

AGE	(000)	% COMP
18-34	5,582	22%
18-49	10,976	42%
25-49	8,996	35%
25-54	11,496	45%
50+	14,884	58%
Median Age	53.9	

HOUSEHOLD INCOME	(000)	% COMP
\$50,000+	16,462	64%
\$75,000+	11,631	45%
\$100,000+	8,147	32%
Median HH Income	\$67,594	

MARITAL STATUS	(000)	% COMP
Married	14,589	56%

HOME OWNERSHIP	(000)	% COMP
Own Home	18,737	73%
Median Home Value	249,015	

EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College+	16,178	63%
Graduated College+	7,823	30%
Employed	14,135	55%

CHILDREN	(000)	% COMP
Parent	7,413	29%
Families (Married and Parent)	4,994	19%
Any Child Under 18	9,249	36%

Source: MRI Spring 2019, Base: Women