



# NATIONAL SELECT

## *Adult Readers*

DEMOGRAPHIC	(000)	% COMP
Adults	21,278	100%
Women	17,256	81%
Men	4,022	19%

AGE	(000)	% COMP
18-34	4,529	21%
18-49	9,077	43%
25-49	7,503	35%
25-54	9,576	45%
50+	12,201	57%
Median Age	53.7	

HOUSEHOLD	(000)	% COMP
\$50,000+	14,224	67%
\$75,000+	10,127	48%
\$100,000+	7,299	34%
Median HH Income	\$71,764	

MARITAL STATUS	(000)	% COMP
Married	12,310	58%

HOME OWNERSHIP	(000)	% COMP
Own Home	15,185	71%
Median Home Value	\$275,281	

EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College+	13,564	64%
Employed	11,811	55%

CHILDREN	(000)	% COMP
Parent	5,987	28%
Families (Married & Parent)	4,201	20%
Any Child Under 18	7,549	36%

2020 RATES	
P4C Gross Open:	\$505,500
PBW Gross Open	\$418,800

Source: MRI Spring 2019, Base: Adults