

NATIONAL SELECT

Women Readers

DEMOGRAPHIC	(000)	% COMP
Women	17,256	100%

AGE	(000)	% COMP
18-34	3,528	20%
18-49	7,158	42%
25-49	6,029	35%
25-54	7,735	45%
50+	10,098	59%
Median Age	54.31	

HOUSEHOLD	(000)	% COMP
\$50,000+	11,228	65%
\$75,000+	8,130	47%
\$100,000+	5,834	34%
Median HH Income	\$70,634	

MARITAL STATUS	(000)	% COMP
Married	9,778	57%

HOME OWNERSHIP	(000)	% COMP
Own Home	12,413	72%
Median Home Value	\$273,522	

EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College+	10,851	63%
Employed	9,415	55%

CHILDREN	(000)	% COMP
Parent	4,867	28%
Families (Married & Parent)	3,202	19%
Any Child Under 18	6,100	35%

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

Source: MRI Spring 2019, Base: Women

