

# PRINT AUDIENCE

| <b>ADULTS</b>                      | <b>TOTAL AUDIENCE</b> | <b>% COMP</b> |
|------------------------------------|-----------------------|---------------|
| Adults                             | 6,899,000             | 100.0         |
| Men                                | 6,156,000             | 89.2          |
| Women                              | 744,000               | 10.8          |
| <b>AGE</b>                         |                       |               |
| Age 18-34                          | 1,575,000             | 22.8          |
| Age 18-24                          | 467,000               | 6.8           |
| Age 25-34                          | 1,108,000             | 16.1          |
| Age 35-49                          | 1,920,000             | 27.8          |
| Age 50+                            | 3,405,000             | 49.4          |
| Age 21+                            | 6,753,000             | 97.9          |
| <b>MEDIAN AGE</b>                  | <b>49.7</b>           |               |
| <b>MARITAL STATUS</b>              |                       |               |
| Never Married                      | 1,721,000             | 24.9          |
| Now Married                        | 4,042,000             | 58.6          |
| <b>EDUCATION</b>                   |                       |               |
| Bachelor's Degree/Post Grad Degree | 2,005,000             | 29.1          |
| Any College                        | 4,488,000             | 65.1          |
| <b>HOUSEHOLD INCOME</b>            |                       |               |
| 50K+                               | 4,678,000             | 67.8          |
| 75K+                               | 3,443,000             | 49.9          |
| 100K+                              | 2,400,000             | 34.8          |
| <b>MEDIAN HHI</b>                  | <b>\$74,858</b>       |               |
| <b>OCCUPATION</b>                  |                       |               |
| <b>MEDIAN VALUE OF OWNED HOME</b>  | <b>\$235,166</b>      |               |
| RPC Adults                         | 5.51                  |               |