

DIGITAL AUDIENCE

ADULTS	TOTAL AUDIENCE	% COMP
Adults	7,237,000	100.0
Men	3,991,000	55.1
Women	3,247,000	44.9
AGE		
Age 18-34	1,881,000	26.0
Age 18-24	712,000	9.8
Age 25-34	1,169,000	16.2
Age 35-49	1,988,000	27.5
Age 50+	3,368,000	46.5
Age 21+	6,876,000	95.0
Median Age	48.3	
MARITAL STATUS		
Never Married	1,971,000	27.2
Now Married	4,129,000	57.0
EDUCATION		
Bachelor's Degree/Post Grad	2,799,000	38.7
Any College	4,129,000	67.4
HOUSEHOLD INCOME		
50K+	4,999,000	69.1
75K+	3,874,000	53.5
100K+	2,798,000	38.7
Median HHI	\$80,920	
OCCUPATION		
Median Value Of Owned Home	\$267,298	