

PRINT AUDIENCE

MEN

ADULTS	TOTAL AUDIENCE	% COMP
MEN	5,665,000	
AGE		
AGE 18-34	1,264,000	22.3
AGE 18-24	397,000	7.0
AGE 25-34	867,000	15.3
AGE 35-49	1,706,000	30.1
AGE 50+	2,695,000	47.6
AGE 21+	5,440,000	96.0
MEDIAN AGE	48.9	
MARITAL STATUS		
NEVER MARRIED	1,343,000	23.7
NOW MARRIED	3,580,000	63.2
EDUCATION		
GRADUATED COLLEGE+	1,580,000	27.9
ANY COLLEGE	3,463,000	61.1
HOUSEHOLD INCOME		
\$50,000+	4,037,000	71.3
\$75,000+	2,897,000	51.1
\$100,000+	1,959,000	34.6
MEDIAN HHI \$	\$76,720	
MEDIAN VALUE OF OWNED HOME	\$238,051	
RPC ADULTS	5.04	