

# PRINT AUDIENCE

<b>ADULTS</b>	<b>TOTAL AUDIENCE</b>	<b>% COMP</b>
Adults	6,295,000	100.0
Men	5,665,000	90.0
Women	630,000	10.0
<b>AGE</b>		
Age 18-34	1,373,000	21.8
Age 18-24	454,000	7.2
Age 25-34	919,000	14.6
Age 35-49	1,951,000	31.0
Age 50+	2,971,000	47.2
Age 21+	6,067,000	96.4
Median Age	48.7	
<b>MARITAL STATUS</b>		
Never Married	1,472,000	23.4
Now Married	3,904,000	62.0
<b>EDUCATION</b>		
Bachelor's Degree/Post Grad	1,782,000	28.3
Any College	3,876,000	61.6
<b>HOUSEHOLD INCOME</b>		
50K+	4,423,000	70.3
75K+	3,193,000	50.7
100K+	2,188,000	34.8
Median HHI	\$76,125	
<b>OCCUPATION</b>		
Median Value Of Owned Home	\$237,696	
RPC Adults	5.63	

Source: GfK MRI Spring 2019 Report

**POPULAR  
MECHANICS**