

# DIGITAL AUDIENCE

<b>ADULTS</b>	<b>TOTAL AUDIENCE</b>	<b>% COMP</b>
Adults	11,202,000	100.0
Men	7,750,000	69.2
Women	3,425,000	30.8
<b>AGE</b>		
Age 18-34	2,465,000	22.0
Age 18-24	836,000	7.5
Age 25-34	1,629,000	14.5
Age 35-49	2,475,000	22.1
Age 50+	6,262,000	55.9
Age 21+	10,779,000	96.2
Median Age	52.5	
<b>MARITAL STATUS</b>		
Never Married	3,019,000	27.0
Now Married	6,277,000	56.0
<b>EDUCATION</b>		
Bachelor's Degree/Post Grad	4,517,000	40.3
Any College	7,704,000	68.8
<b>HOUSEHOLD INCOME</b>		
50K+	8,129,000	72.6
75K+	6,480,000	57.8
100K+	4,810,000	42.9
Median HHI	\$88,156	
<b>HOME OWNERSHIP</b>		
Median Value of Owned Home	\$278,972	

**POPULAR  
MECHANICS**

Source: 2020 comScore Multi-Platform © MRI-Simmons (07-20/S20)