

PRINT AUDIENCE

ADULTS	TOTAL AUDIENCE	% COMP
Adults	5,632,000	100.0
Men	4,859,000	86.3
Women	773,000	13.7
AGE		
Age 18-34	858,000	15.2
Age 18-24	214,000	3.8
Age 25-34	644,000	11.4
Age 35-49	1,682,000	29.9
Age 50+	3,093,000	54.9
Age 21+	5,572,000	98.9
Median Age	52.0	
MARITAL STATUS		
Never Married	1,046,000	18.6
Now Married	3,617,000	64.2
EDUCATION		
Bachelor's Degree/Post Grad	2,014,000	35.8
Any College	3,974,000	70.6
HOUSEHOLD INCOME		
50K+	4,068,000	72.2
75K+	3,100,000	55.0
100K+	2,397,000	42.6
Median HHI	\$85,091	
HOME OWNERSHIP		
Median Value of Owned Home	\$240,597	
RPC Adults	5.14	