

PRINT AUDIENCE

MEN

ADULTS	TOTAL AUDIENCE	% COMP
Men	4,859,000	100.0
AGE		
Age 18-34	750,000	15.4
Age 18-24	194,000	4.0
Age 25-34	556,000	11.4
Age 35-49	1,445,000	29.7
Age 50+	2,664,000	54.8
Age 21+	4,803,000	98.8
Median Age	51.9	
MARITAL STATUS		
Never Married	896,000	18.4
Now Married	3,119,000	64.2
EDUCATION		
Graduated College+	1,738,000	35.8
Any College	3,371,000	69.4
HOUSEHOLD INCOME		
\$50,000+	3,618,000	74.5
\$75,000+	2,814,000	57.9
\$100,000+	2,153,000	44.3
Median HHI \$	\$89,537	
Median Value of Owned Home	\$242,342	
RPC Adults	4.47	

**POPULAR
MECHANICS**

Source: GfK MRI Spring 2020 Report