

# DIGITAL AUDIENCE

| <b>ADULTS</b>               | <b>TOTAL AUDIENCE</b> | <b>% COMP</b> |
|-----------------------------|-----------------------|---------------|
| Adults                      | 7,581,000             | 100.0         |
| Men                         | 5,305,000             | 70.0          |
| Women                       | 2,277,000             | 30.0          |
| <b>AGE</b>                  |                       |               |
| Age 18-34                   | 1,638,000             | 21.6          |
| Age 18-24                   | 601,000               | 7.9           |
| Age 25-34                   | 1,037,000             | 13.7          |
| Age 35-49                   | 1,819,000             | 24.0          |
| Age 50+                     | 4,125,000             | 54.4          |
| Age 21+                     | 7,295,000             | 96.2          |
| Median Age                  | 52.5                  |               |
| <b>MARITAL STATUS</b>       |                       |               |
| Never Married               | 2,078,000             | 27.4          |
| Now Married                 | 4,208,000             | 55.5          |
| <b>EDUCATION</b>            |                       |               |
| Bachelor's Degree/Post Grad | 2,749,000             | 36.3          |
| Any College                 | 4,937,000             | 65.1          |
| <b>HOUSEHOLD INCOME</b>     |                       |               |
| 50K+                        | 5,505,000             | 72.6          |
| 75K+                        | 4,136,000             | 54.6          |
| 100K+                       | 3,093,000             | 40.8          |
| Median HHI                  | \$83,282              |               |
| <b>HOME OWNERSHIP</b>       |                       |               |
| Median Value of Owned Home  | \$278,271             |               |