

PRINT AUDIENCE

ADULTS	TOTAL AUDIENCE	% COMP
Adults	5,240,000	100.0
Men	4,297,000	82.0
Women	943,000	18.0
AGE		
Age 18-34	1,116,000	21.3
Age 18-24	420,000	8.0
Age 25-34	696,000	13.3
Age 35-49	1,388,000	26.5
Age 50+	2,736,000	52.2
Age 21+	4,992,000	95.3
Median Age	51.2	
MARITAL STATUS		
Never Married	1,247,000	23.8
Now Married	3,142,000	60.0
EDUCATION		
Bachelor's Degree/Post Grad	1,897,000	36.2
Any College	3,504,000	66.9
HOUSEHOLD INCOME		
50K+	3,890,000	74.2
75K+	3,040,000	58.0
100K+	2,361,000	45.1
Median HHI	\$90,457	
HOME OWNERSHIP		
Median Value of Owned Home	\$279,176	
RPC Adults	4.56	