

PRINT AUDIENCE

MEN

ADULTS	TOTAL AUDIENCE	% COMP
Men	4,297,000	100.0
AGE		
Age 18-34	905,000	21.1
Age 18-24	335,000	7.8
Age 25-34	570,000	13.3
Age 35-49	1,094,000	25.5
Age 50+	2,298,000	53.5
Age 21+	4,108,000	95.6
Median Age	51.7	
MARITAL STATUS		
Never Married	1,059,000	24.6
Now Married	2,559,000	59.6
EDUCATION		
Graduated College+	1,502,000	35.0
Any College	3,853,000	66.4
HOUSEHOLD INCOME		
\$50,000+	3,198,000	74.4
\$75,000+	2,518,000	58.6
\$100,000+	1,918,000	44.6
Median HHI \$	\$90,397	
Median Value of Owned Home	\$274,278	
RPC Adults	3.70	