

Demographic Profile - Adults

	(000)	% Comp	Index
Total Adult Readers	7,061	100.0	100
Total Female Readers	5,885	83.3	161
Age			
Age 18-34	4,460	63.2	207
Age 18-49	6,398	90.6	153
Age 25-44	4,758	67.4	184
Age 25-49	5,057	71.6	153
Median Age	32.1 years		
Education			
Att/Grad College+	4,357	61.7	113
Employment			
Employed	4,372	61.9	101
Married			
	4,343	61.5	112
Household Income			
Median HHI	\$58,960		
Children in Household			
Children 0-11 months	1,574	22.3	560
Children 12-23 months	1,230	17.4	458
Children under 2	2,723	38.6	511
Children age 2-5	3,518	49.8	349
Children age 6-17	2,770	39.2	127
1+ children in HH	5,590	79.2	198
2+ children in HH	3,697	52.4	220
3+ children in HH	1,630	23.1	251

@ Publisher- Defined edition
Source: MRI Fall 2009