

## Demographic Profile - Adults

	(000)	% Comp	Index
<b>Total Adult Readers</b>	2,612	100.0	100
<b>Total Female Readers</b>	2,205	84.4	163
<b>Age</b>			
Age 18-34	1,003	38.4	126
Age 18-49	2,273	87.0	147
Age 25-44	1,839	70.4	192
Age 25-49	2,085	79.8	171
Median Age	38.1 years		
<b>Education</b>			
Att/Grad College+	1,753	67.1	122
<b>Employment</b>			
Employed	1,658	63.5	103
<b>Married</b>			
	1,642	62.9	114
<b>Household Income</b>			
Median HHI	\$60,737		
<b>Children in Household</b>			
Children age 2-5	785	30.1	210
Children age 6-11	1,917	73.4	394
Children age 12-17	801	30.7	154
1+ children in HH	2,246	86.0	215
2+ children in HH	1,645	63.0	265
3+ children in HH	880	33.7	366

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 Source: MRI Fall 09