

Demographic Profile - Women

	(000)	% Comp	Index
Total Women Readers	2,205	100	100
Age			
Age 18-34	898	40.7	139
Age 18-49	1,968	89.3	155
Age 25-44	1,603	72.7	204
Age 25-49	1,785	81.0	178
Median Age	37.4 years		
Education			
Att/Grad College+	1,437	65.2	116
Employment			
Employed	1,340	60.8	108
Married	1,342	60.9	115
Household Income			
Median HHI	\$58,381		
Children in Household			
Children age 2-5	628	28.5	194
Children age 6-11	1,643	74.5	379
Children age 12-17	710	32.2	153
1+ children in HH	1,894	85.9	204
2+ children in HH	1,390	63.0	253
3+ children in HH	810	36.7	389

@ Publisher Defined Edition
Source: MRI Fall 2009
Base: Total Women