

ADULT READERS



DEMOGRAPHIC	(000)	% COMP
Adults	37,864	100%
Women	30,395	80%
Men	7,469	20%
Adult Readers Per Copy	5	

AGE	(000)	% COMP
18-34	7,661	20%
18-49	17,582	46%
25-49	15,292	40%
25-54	18,944	50%
50+	20,281	54%
Median Age	51.85	

HOUSEHOLD INCOME	(000)	% COMP
\$50,000+	23,808	63%
\$75,000+	16,969	45%
\$100,000+	12,080	32%
Median HH Income	\$67,489	

MARITAL STATUS	(000)	% COMP
Married	22,144	59%

HOME OWNERSHIP	(000)	% COMP
Own Home	27,854	74%
Median Home Value	\$225,250	

EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College	23,303	60%
Graduated College	10,976	28%
Employed	20,533	56%
Dual Income Household	10,524	28%

CHILDREN	(000)	% COMP
Parent	11,537	30.8%
Families (Married & Parent)	8,327	22%
Any Child Under 18	14,037	37%

Source: MRI Spring 2017, Base: Adults

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For more information, please contact your *BH&G* Account Manager or Andrew Meyerson, Associate Publisher, at 212-522-6542.