

Reader Profile

| | AUDIENCE (000) | % COMP |
|--------------------------------|----------------|--------|
| Total Adults | 13,384 | |
| Total Women | 12,791 | 95.6% |
| Median Age | 61.0 | |
| 18-34 | 1,235 | 9.2% |
| 18-49 | 3,263 | 24.4% |
| 25-54 | 4,321 | 32.3% |
| Median Household Income | \$63,106 | |
| HHI \$60,000+ | 10,112 | 56.1% |
| Att./Grad. College+ | 8,029 | 60.0% |
| Employed | 5,948 | 44.4% |
| Children in Household | | |
| Any | 3,327 | 24.9% |
| Under 6 years | 1,120 | 8.4% |
| Ages 6-17 | 2,726 | 20.4% |
| Homeowners | | |
| Own Home | 9,598 | 71.7% |
| Home Value 100,000+ | 8,308 | 62.1% |