

Reader Profile

	AUDIENCE (000)	% COMP
Total Adults	14,256	
Total Women	13,451	94.4%
Median Age	59.5	
18-34	1,430	10.0%
18-49	4,062	28.5%
25-54	4,858	37.4%
Median Household Income	\$63,442	
HHI \$60,000+	7,424	52.1%
Att./Grad. College+	8,262	58.0%
Employed	6,945	48.7%
Children in Household		
Any	3,781	26.5%
Under 6 years	1,268	8.9%
Ages 6-17	3,237	22.7%
Homeowners		
Own Home	10,348	72.6%
Home Value 100,000+	8,657	60.7%