

2018 Reader Profile

	AUDIENCE (000)	% COMP
Total Adults	15,325	
Total Women	14,703	95.9%
Median Age	58.4	
18-34	1,147	7.5%
18-49	4,577	29.9%
25-54	6,105	39.8%
Median Household Income	\$69,028	
HHI \$60,000+	7,890	51.5%
Att./Grad. College+	8,553	55.8%
Employed	7,315	47.7%
Children in Household		
Any	4,584	29.9%
Under 6 years	1,391	9.1%
Ages 6-17	4,090	26.7%
Homeowners		
Own Home	11,510	75.1%
Home Value 100,000+	9,199	60.0%

Source: MRI Fall 2017, Total Adults.