

2019 Reader Profile

	AUDIENCE (000)	% COMP
Total Adults	14,572	
Total Women	13,074	94.0%
Median Age	58.8	
18-34	1,236	8.5%
18-49	4,273	29.3%
25-54	5,494	37.7%
Median Household Income	\$63,762	
HHI \$60,000+	7,641	57.6%
Att./Grad. College+	8,495	58.3%
Employed	7,014	48.1%
Children in Household		
Any	4,180	28.7%
Under 6 years	1,230	8.4%
Ages 6-17	3,757	25.8%
Homeowners		
Own Home	11,097	76.2%
Home Value 100,000+	9,040	62.0%

Source: MRI Fall 2018, Total Adults.