

2015 Reader Profile

	AUDIENCE (000)	% COMP
Total Adults	18,793	
Total Women	17,724	94.3%
Median Age	55.5	
18-34	2,128	11.3%
18-49	6,793	36.1%
25-54	8,613	45.8%
Median Household Income	\$56,256	
HHI \$60,000+	8,814	46.9%
Att./Grad. College+	10,287	54.7%
Employed	9,255	49.2%
Children in Household		
Any	6,140	32.7%
Under 6 years	2,295	12.2%
Ages 6-17	5,234	27.9%
Homeowners		
Own Home	13,266	70.6%
Home Value 100,000+	10,505	55.9%

Source: MRI Fall 2014, Total Adults.