

# 2014 Reader Profile

	AUDIENCE (000)	% COMP
Total Adults	18,935	
Total Women	17,694	93.4%
Median Age	56	
18-34	1,864	9.8%
18-49	6,711	35.4%
25-54	8,518	45.0%
Median Household Income	\$58,493	
HHI \$60,000+	9,227	48.7%
Att./Grad. College+	10,544	55.7%
Employed	9,619	50.8%
Children in Household		
Any	6,143	32.4%
Under 6 years	2,037	10.8%
Ages 6-17	5,391	28.5%
Homeowners		
Own Home	13,749	72.6%
Home Value 100,000+	10,909	57.6%

Source: MRI Spring 2014, Total Adults.