

2017 Reader Profile

	AUDIENCE (000)	% COMP
Total Adults	16,287	
Total Women	15,674	96.2%
Median Age	56.4	
18-34	1,557	9.6%
18-49	5,502	33.8%
25-54	6,876	42.2%
Median Household Income	\$61,585	
HHI \$60,000+	8,327	51.1%
Att./Grad. College+	9,043	55.5%
Employed	8,178	50.2%
Children in Household		
Any	4,813	29.6%
Under 6 years	1,812	11.1%
Ages 6-17	4,198	25.8%
Homeowners		
Own Home	11,600	71.2%
Home Value 100,000+	9,496	58.3%

Source: MRI Fall 2016, Total Adults.