

2018 Reader Profile

	AUDIENCE (000)	% COMP
Total Adults	15,745	
Total Women	15,124	96.1%
Median Age	57.4	
18-34	1,378	8.8%
18-49	4,915	31.2%
25-54	6,405	40.7%
Median Household Income	\$61,043	
HHI \$60,000+	7,881	50.1%
Att./Grad. College+	8,656	55.0%
Employed	7,280	46.2%
Children in Household		
Any	4,599	29.2%
Under 6 years	1,566	9.9%
Ages 6-17	4,057	25.8%
Homeowners		
Own Home	11,753	74.6%
Home Value 100,000+	9,406	59.7%

Source: MRI Spring 2017, Total Adults.