

MRI Spring 2018



PRINT AUDIENCE PROFILE

Adult Reader	% of comp.
Age 18-24	11
Age 18-34	27
Age 18-49	52
Age 25-54	51
Age 35-44	16
Age 45-54	20
Age 55+	38
Millennials (18-34)	32
GenXers (35-49)	22
Boomers (50-64)	34
Attended/Graduated College+	62
Dual-Income Households	26
Adults with Children in Household	39
\$60,000+ Household Income	57
Live in A or B Counties	76
Own Home	65
Working Women (of women readers)	58
Total Adults	40,493,000
Total Women	28,666,000
Percentage	71%
Total Men	11,827,000
Percentage	29%
Median Age (Adult)	49
Median Household Income	\$71,059

Source: MRI Spring 2017

Note: Above audience profile does not reflect special feature issues that deliver increased rate base.