

MRI Spring 2018



PRINT AUDIENCE PROFILE

Adult Reader	% of comp.
Age 18–24	11
Age 18–34	28
Age 18–49	53
Age 25–54	52
Age 35–44	16
Age 45–54	19
Age 55+	38
Attended/Graduated College+	61
Dual-Income Households	27
Adults with Children in Household	41
\$60,000+ Household Income	59
Live in A or B Counties	74
Own Home	67
Working Women (of women readers)	60
Total Adults	36,859,000
Total Women	26,136,000
Percentage	71%
Total Men	10,723,000
Percentage	29%
Median Age (Adult)	49
Median Household Income	\$73,680

Source: MRI Spring 2018

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