

MRI Spring 2019



PRINT AUDIENCE PROFILE

Adult Reader	% of comp.
Age 18-24	11
Age 18-34	28
Age 18-49	52
Age 25-54	50
Age 35-44	15
Age 45-54	18
Age 55+	39
Attended/Graduated College+	62
Dual-Income Households	27
Adults with Children in Household	40
\$60,000+ Household Income	59
Live in A or B Counties	77
Own Home	65
Working Women (of women readers)	59
Total Adults	35,443,000
Total Women	25,582,000
Percentage	72%
Total Men	9,862,000
Percentage	28%
Median Age (Adult)	49
Median Household Income	\$74,630

Source: MRI Spring 2019

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