

Reader Profile

	AUDIENCE (000)	% COMP
Total Adults	12,921	
Total Women	12,243	94.8%
Median Age	60.2	
18-34	1,051	8.1%
18-49	3,366	26.1%
25-54	4,522	35.0%
Median Household Income	\$64,172	
HHI \$60,000+	6,810	52.7%
Att./Grad. College+	7,828	60.6%
Employed	5,501	42.6%
Children in Household		
Any	3,526	27.3%
Under 6 years	1,154	8.9%
Ages 6-17	2,968	23.0%
Homeowners		
Own Home	9,295	71.9%
Home Value 100,000+	7,764	60.1%