

AUDIENCE PROFILES: ADULTS

ADULTS	AUD (000)	% COV	% COMP	INDEX
TOTAL TARGET	43,528	19.5	100.0	100
AGE				
18-24	7,420	26.0	17.0	134
21+	40,214	19.0	92.4	98
21-29	8,740	23.5	20.1	121
25-34	8,966	22.4	20.6	115
35-44	9,460	22.0	21.7	113
45-54	8,763	20.1	20.1	103
55+	8,920	13.0	20.5	67
65+	4,002	11.1	9.2	57
18-34	16,386	23.9	37.6	123
18-49	30,603	22.8	70.3	117
25-54	27,188	21.5	62.5	110
Median Age	41			
EDUCATION				
HS Graduate/Equiv+	39,337	20.7	90.4	107
Any College	26,694	22.4	61.3	115
College B.A./Post Grad Degree	12,432	21.2	28.6	109
HOUSEHOLD INCOME				
\$30,000+	34,973	20.5	80.3	106
\$40,000+	31,361	21.3	72.0	109
\$50,000+	27,843	22.0	64.0	113
\$60,000+	24,111	22.4	55.4	115
\$75,000+	19,208	23.2	44.1	119
\$100,000+	13,186	24.6	30.3	127
Dual Income	13,745	21.0	31.6	108
Median HHI	\$67,129			
EMPLOYMENT				
Employed	31,049	21.5	71.3	110
Professional/Managerial	11,737	22.5	27.0	116
HOUSEHOLD				
Any Kids <18 in HH	21,315	23.0	49.0	118
Any Kids 12-17 in HH	10,300	23.0	23.7	118
Any Kids 6-11 in HH	9,788	23.4	22.5	120
Any Kids <6 in HH	11,204	22.7	25.7	117

Readers Per Copy 11.9



People