



PRINT AUDIENCE 2019

ADULTS	TOTAL AUDIENCE	% COMP
Men & Women	2,918,000	100.0
Men	2,799,000	95.9
Women	119,000	4.1
AGE		
18-34	776,000	26.6
25-49	1,310,000	44.9
35-54	1,036,000	35.5
Median Age	49.7	
MARITAL STATUS		
Married	1,916,000	65.7
Never Married	653,000	22.4
EDUCATION		
Graduated from College or Better	1,096,000	37.6
Any College	1,973,000	67.6
EMPLOYED		
Managers/Professionals	821,000	28.1
Employed	2,070,000	70.9
Employed Full Time	1,911,000	65.5
HOUSEHOLD INCOME		
50K+	2,278,000	78.1
75K+	1,870,000	64.1
100K+	1,360,000	46.6
Median HHI	\$95,130	
Median Value of Owned Home	\$268,114	